35 Cents

30 YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

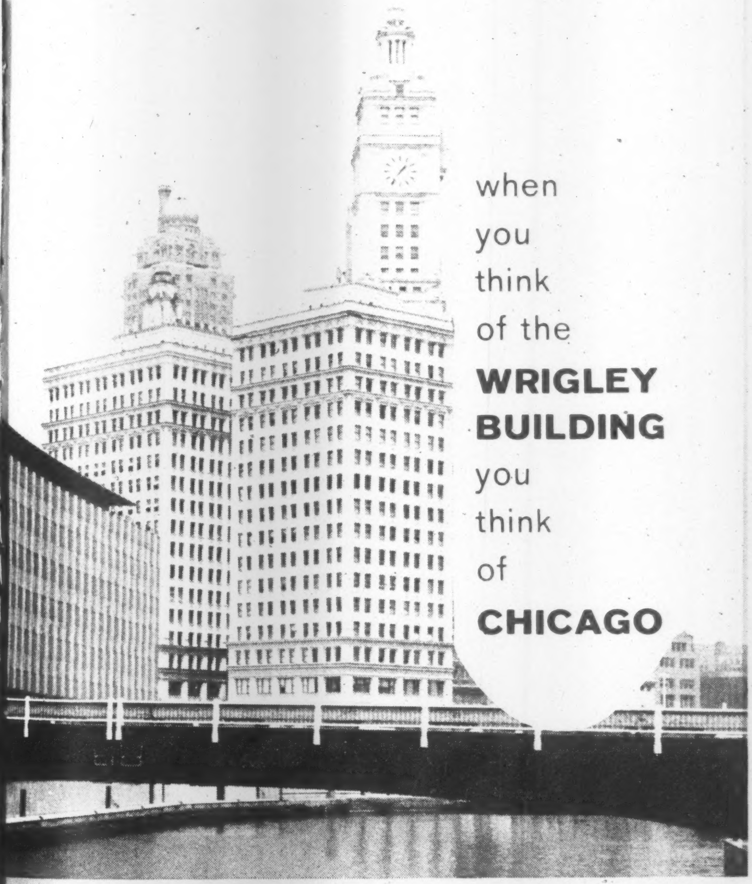
MAY 22, 1961

Gulf puts it in writing: no triple spots around its NBC-TV programs 27

Looks like Minow scuttled reorganization plan with his NAB blast 55

Soft drink makers use radio-tv to turn hot weather into cold cash 40

Bates' Pinkham says networks understaffed in program department 34



when
you
think of
SPOT TELEVISION
think of
these stations

KOB-TV	Albuquerque
WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGR-TV	Buffalo
WGN-TV	Chicago
WFAA-TV	Dallas
KDAL-TV	Duluth-Superior
WNEM-TV	Flint-Bay City
KPRC-TV	Houston
WDAF-TV	Kansas City
KARK-TV	Little Rock
KCOP	Los Angeles
WPST-TV	Miami
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WNEW-TV	New York
WTAR-TV	Norfolk-Newport News
KWTV	Oklahoma City
KMTV	Omaha
KPTV	Portland, Ore.
WJAR-TV	Providence
WTVD	Raleigh-Durham
WROC-TV	Rochester
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
WNEP-TV	Scranton-Wilkes Barre
KREM-TV	Spokane
KVOO-TV	Tulsa

What makes the Wrigley Building so memorable? It stands out in its landscape—just the way everything memorable stands out in its field. These stations stand out, too . . . in the minds of national advertisers. They know these stations deliver the most sales.

Television Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

2 BRAND NEW FIRST RUN SERIES —READY TODAY FOR IMMEDIATE LOCAL PROGRAMMING

from ITC

WHIPLASH

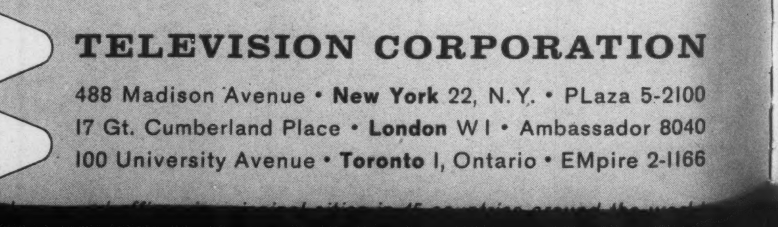
starring

PETER GRAVES

Rugged, 6'3", Midwest-born Peter Graves (star of FURY, now in its 6th year on NBC), plays Chris Cobb, the American who braved a new frontier to form Australia's first stagecoach line... and became a living legend! Filmed on location. Raw excitement... thrills of a still untamed land.

MIKE MERCURY in SUPERCAR

Mike Mercury and a large cast plus the amazing SUPERCAR: jets through the sky... skims the ocean's surface... and dives below!
A flexible programming opportunity!



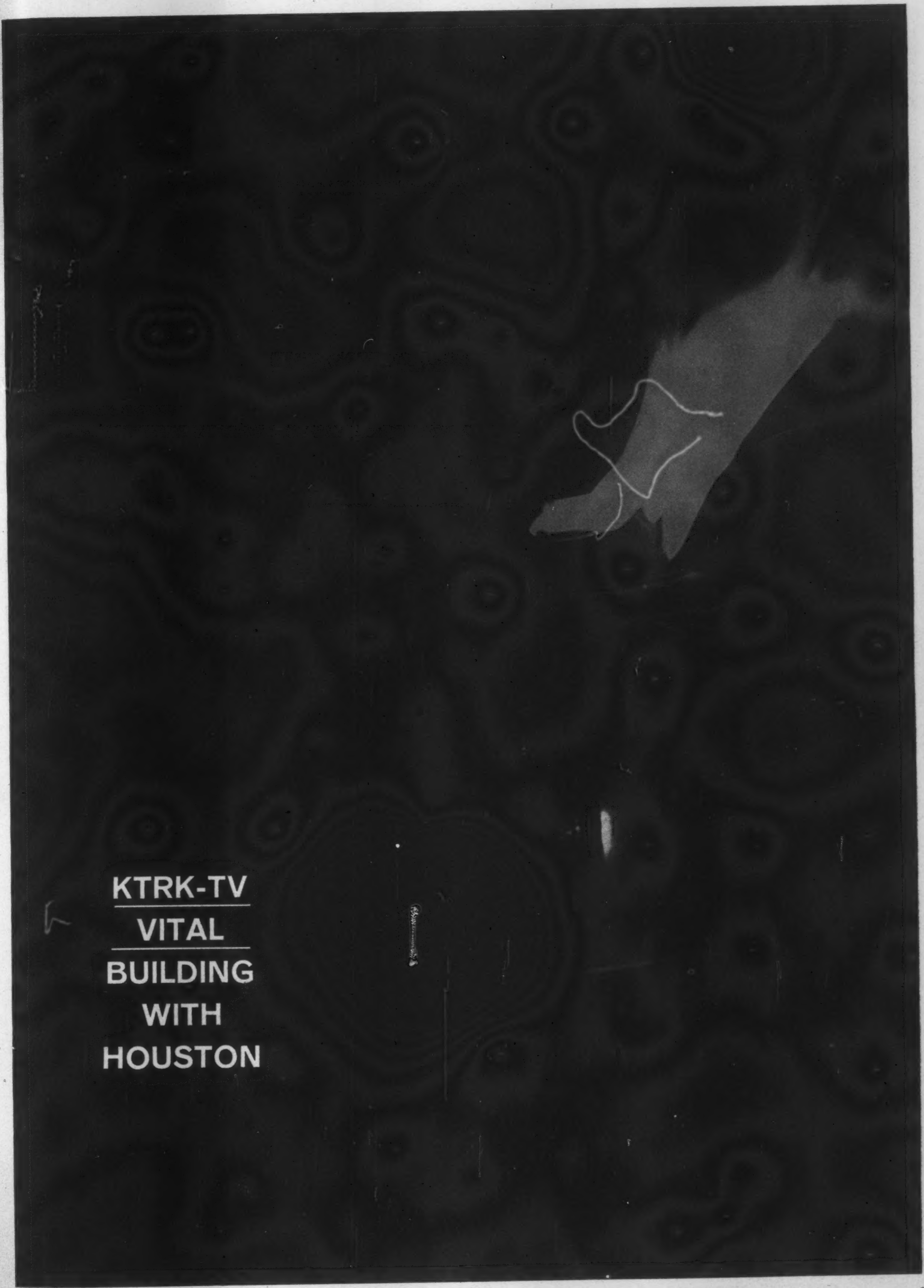
For the first time on television . . . a revolutionary electronic process, "Super Marionation"... a Space Age saga totally new in concept and wonderfully imaginative.

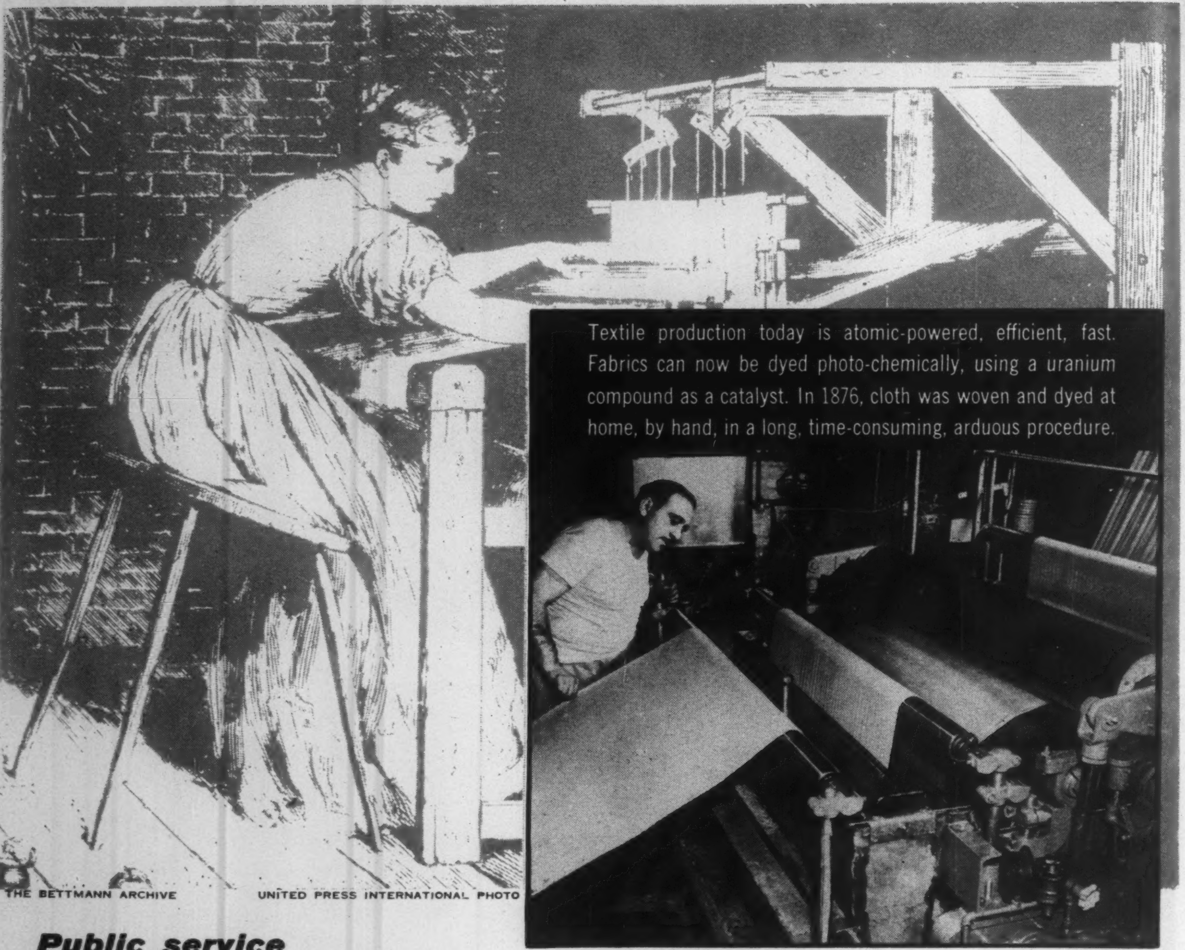
Leading the world in television program sales

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • **New York** 22, N.Y. • PLaza 5-2100
17 Gt. Cumberland Place • **London** W I • Ambassador 8040
100 University Avenue • **Toronto** I, Ontario • EMpire 2-1166

Mexico City • Paris • [illegible] offices in principal cities in 15 countries around the wor


KTRK-TV
VITAL
BUILDING
WITH
HOUSTON



Textile production today is atomic-powered, efficient, fast. Fabrics can now be dyed photo-chemically, using a uranium compound as a catalyst. In 1876, cloth was woven and dyed at home, by hand, in a long, time-consuming, arduous procedure.

THE BETTMANN ARCHIVE

UNITED PRESS INTERNATIONAL PHOTO

Public service in step with the times

WGAL-TV

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

NATIONAL
ASSOCIATION OF BROADCASTERS
SEAL
OF GOOD
PRACTICE
TELEVISION CODE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Springer did it

Man behind drive to beat Reorganization Plan No. 2 to give FCC chairman dictatorial power, was Rep. William L. Springer (R-Ill.) His biggest assist, although it wasn't planned that way, came from FCC Chairman Newton N. Minow himself through his television "wasteland" speech before NAB convention. Even Democratic stalwarts, expected to favor administration's almost identical reorganization plans for other independent agencies, deserted FCC project.

Rank and file broadcaster opposition to FCC packing plan developed spontaneously after Minow speech. There was no organized opposition coordinated through NAB or any other trade group. FCC Bar Assn. however, did oppose measure from date of its introduction, April 27.

Collins summons advisers

First session of advisory committee to NAB President LeRoy Collins was called quietly late last week. In Thursday night huddle three-man group reviewed Gov. Collins' statement opposing FCC reorganization Plan No. 2 and is understood to have discussed NAB's own reorganization as well as myriad of crises that developed out of annual convention. Advisory group was formed at February NAB board meeting at request of Governor. Members are chairmen of joint, radio and tv boards respectively—Clair R. McCollough, Steinman Stations; Tom Bostic, KIMA Yakima, Wash., and Dwight W. Martin, WAFB-TV Baton Rouge, La. Latest draft of proposed NAB reorganization is bulky document believed directed at functions rather than personnel.

Red soaps, S.A.

In stepping up propaganda activities in Latin America, Communists are now providing, gratis, packaged programs for local longwave stations. Most, reportedly, are in soap opera format, attractive to Latins, and depict American style capitalism as taking unfair advantage of poor, sick and needy.

WMGM gets renewal

FCC last week quietly renewed license of WMGM New York, held up pending inquiry into purported station payola. Action came after ex-WMGM dj Peter C. Tripp was found guilty of accepting $36,050 from eight record companies in 1958-59. Renewal came because Tripp did not implicate WMGM as having knowledge of payola, thus clearing way for renewal.

Awaiting FCC action is $11 million sale of WMGM to Crowell-Collier, pending since last October. Consideration could not be given this transfer until WMGM acquired its renewal. Fact that Crowell-Collier was fined $10,000 (which it is protesting) for purported technical violations by its Minneapolis-St. Paul outlet (KDWB) won't necessarily have bearing on WMGM transfer since forfeiture, authorized last season, is in lieu of more drastic action of revocation or license renewal proceedings. Second big New York transfer—$10 million sale of WINS by J. Elroy McCaw to Storer Broadcasting Co., also pending since last October, is being held up pending investigation on purported station payola.

Pay-tv pay

International Telemeter has some significant pay-tv figures now on hand which haven't generally been distributed. They indicate people will pay money to see even so-called "limited-appeal" Broadway attractions. For example, *Show Girl,* Broadway's only-moderately-successful showcase for Carol Channing's talents, managed to capture 38 per cent or about 2,300 of Telemeter's 5,800 pay-tv homes in Etobicoke (Canada) at $1.50 per household. Projected nationally in U.S. this ratio could mean about $28 million in receipts.

Post-lude

Saturday Evening Post, never too favorably disposed toward commercial television, apparently has scheduled block-buster sometime soon. John Bartlow Martin, regular contributor, accompanied FCC Chairman Minow practically everywhere during NAB convention week and preceding week was present at CBS television affiliates meeting in New York. Mr. Martin, reportedly also had hand in actual writing of Minow's "wasteland" speech.

Glett to NTA?

Charles L. Glett will succeed Oliver A. Unger as executive head of National Telefilm Assoc., according to authoritative report, pending official action by NTA board Saturday, (May 20). Meeting will elect new officers following resignation of Mr. Unger as board chairman, president and director (see page 54). Mr. Glett, one-time CBS Hollywood vp for both radio and television, was head of National Film Investments, in charge of broadcast and community antenna properties of National Theatres & Television, at time NTA was operating as division of NT&T. NT&T still holds 38% of NTA stock and is largest single shareholder.

Truth about magazines

That hot competitive battle for national ad dollar between magazines and tv is getting hotter. Latest magazine advertising bureau claim (in full-page newspaper advertisements): readership is at all-time high with marked increases in circulation in past 20 years. Say Television Bureau of Advertising experts: magazines haven't kept pace with increase in population, number of magazines per adult has been steady with 1.5 for last nine years (excepting 1955-56 period when index went up slightly), magazines per household have fallen in past five years, and time spent with magazines lingers at relatively low level (12 minutes per day).

TvB has another objection. Graph published by MAB shows steep climb in readership in 1954-55 period and is based on Audit Bureau of Circulation figures (general and farm magazines). Notes TvB: magazine circulation rise of 15 million in that period is only part of story because 1955 was first year Reader's Digest *was audited as ABC publication and addition of* Digest *alone was responsible for more than 10 million of 15 million gain.*

Professors of programming

FCC reached into upper levels of "culture" last week in getting further outside opinions on subjects to be included in agency's new program reporting form. Four college professors—Bernard Berleson of Columbia U.; Ithiel Pool, MIT; Gay Steiner, U. of Chicago, and Patrick Hazard, Pennsylvania U.—were called to Washington last Wednesday (May 17) for meeting with Kenneth Cox, chief of Broadcast Bureau, and other staffers. Despite "crash" order placed on promised revisions to proposed questions (BROADCASTING, May 15), changes have been delayed by NAB and congressional hearings but FCC consideration of new forms is likely this week.

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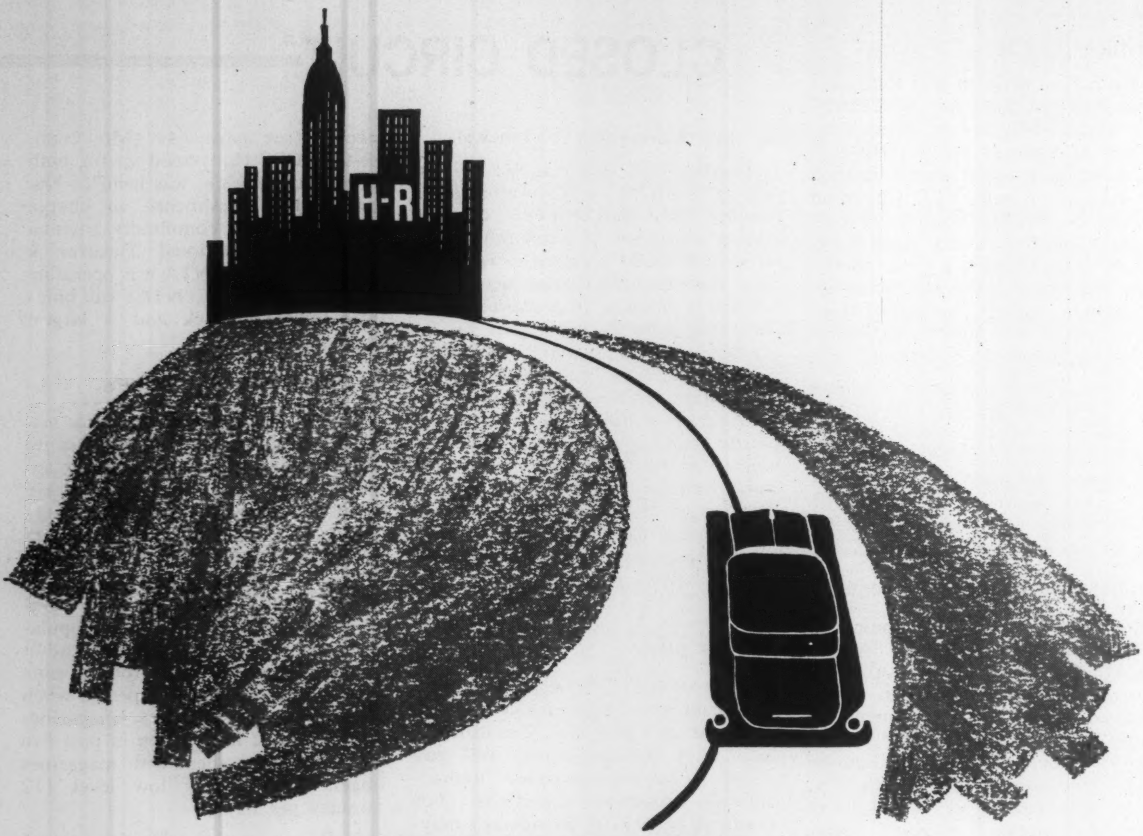

BUMPER TRIP

(or this media director's name was Mahomet)

A media director set out by car for the New York H-R offices, seeking a personal discussion about WMAL-TV. Being a slow starter (he wasn't buying WMAL-TV yet), he traveled at an average speed of only 10 miles per hour going in.

Driving home, he was so elated * that he sped up to an average speed of 15 miles per hour.

What was his average speed for the round trip? Send us the correct solution and we'll speed you one of our unique new "round" prizes. We'll let them be a surprise, but we guarantee you, the gifts are worthy of your mathematical talents if you can solve this puzzle.

**He had discovered the clear-cut fact that WMAL-TV delivers the largest audience in the Washington market, 6 PM to Midnight, all week long. (NSI Jan. '61)*

wmal-tv

abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

WEEK IN BRIEF

A stiff sock at triple-spotting between network programs was taken last week by Gulf Oil and Young & Rubicam. They have a clause in their NBC-TV contract banning the practice. See Lead Story . . .

TRIPLE-SPOTTING BAN . . . 27

Summer's almost here, and lip-smacking soft-drink purveyors can hardly wait for the sizzling afternoons and hot nights that push their market to a peak. A summary of advertising plans for the season. See . . .

TURNING WEATHER INTO CASH . . . 40

Maybe T.L.C.'s the answer to all this programming agitation. At least, that formula (Tender Loving Care) is offered by Richard Pinkham, a top official of Ted Bates, who says networks are understaffed. See . . .

SPECIFIC FOR NETWORK ILLS . . . 34

When FCC Chairman Minow crashed the front pages with his now famous smear of broadcasting, some shrewd Capitol Hill figures said he had torpedoed his own reorganization bill. Looks as though they were right. See . . .

HOUSE TO RAM FCC PLAN . . . 55

While we're on the subject, let's take a look at reaction to the chairman's speech. His mail is highly favorable. But the newspaper reaction was mixed and broadcast editorials viewed it dimly. See . . .

SPLIT ON MINOW COMMENT . . . 58

Now and then a calmer approach helps in time of bleating and belching, such as advocacy of better time-clearance records for public affairs shows. A perspective look at the "vast wasteland" problem and the responsibility of advertisers. See . . .

SPONSORING QUALITY PROGRAMS . . . 30

Secretary Ribicoff, of JFK's Cabinet, said some pretty words to broadcasters during the NAB convention but he backed up a ways last week by saying they're derelict in public service programming and etv. See . . .

RIBICOFF'S NEW TUNE . . . 62

All convention eyes seem to be turning toward Washington—at least in the media field. Next to meet in the nation's capital will be the all-embracing Advertising Federation of America which convenes May 28. See . . .

ANOTHER WASHINGTON MEETING . . . 36

It's great fun these days to downgrade the public's tastes but there's nothing low-brow about the current crop of Emmy Awards. Culture and high-level information programs get a big share of the honors. See . . .

EMMYS GO HIGH-BROW . . . 68

There's a lot going on everywhere during National Radio Month, which has a week to go. The whole story can't yet be pieced tokether but there are highspots—J. L. Hudson Co.'s promotion, for example. See . . .

RADIO MONTH HITS PEAK . . . 78

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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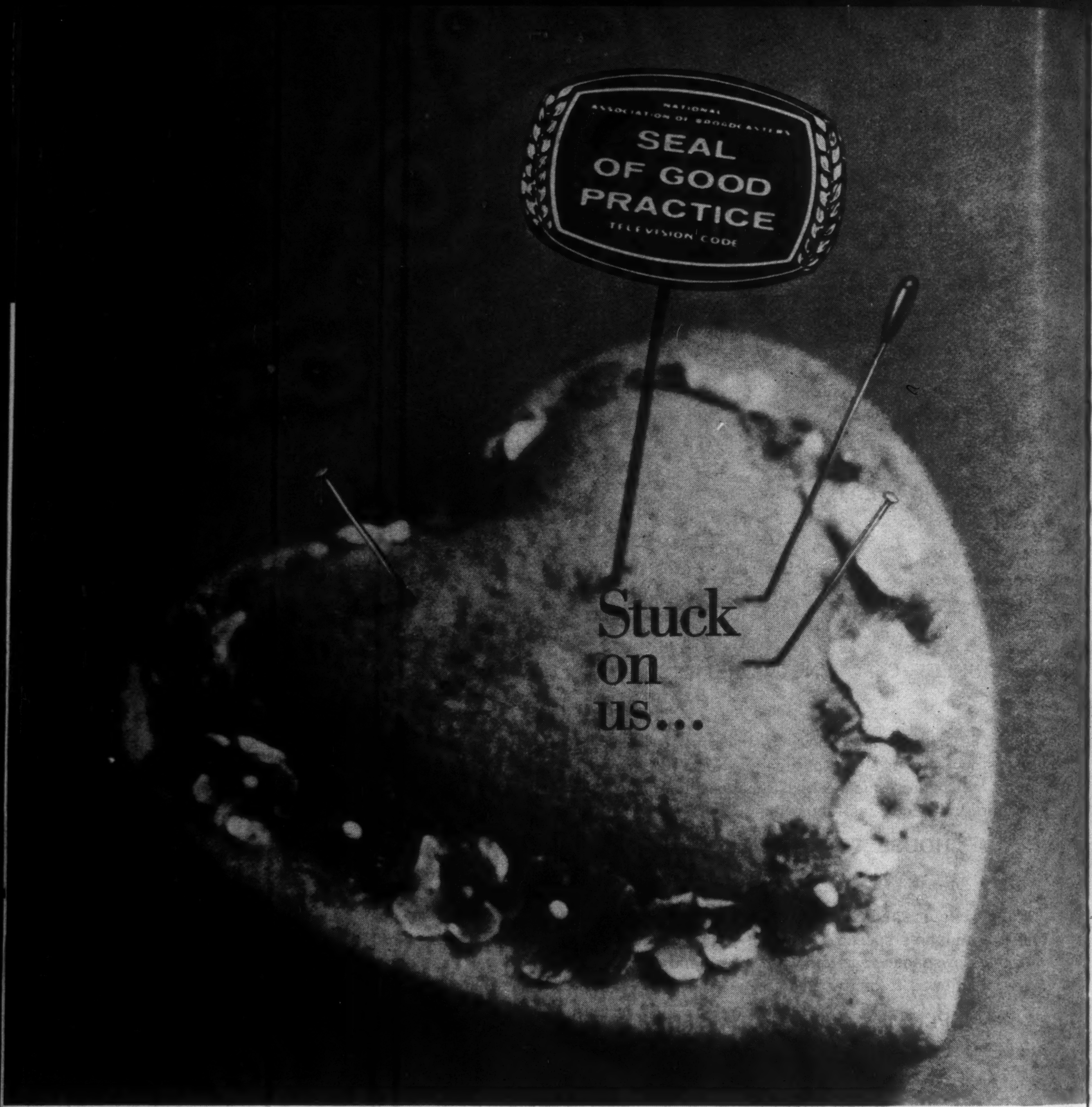

NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE
Stuck on us...

We don't believe in hiding honors under a bushel. Particularly this one. WPIX is the *only* New York independent TV station qualified to display the National Association of Broadcasters' *Seal of Good Practice*. It's far from being an empty honor – it has real and valuable meaning for *you*, our advertisers. It is an assurance of *specific* higher standards of programming and commercial practices. WPIX is the only independent *with* the Seal.

Where are your 60-second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT

Late news breaks on this page and on page 10
Complete coverage of week begins on page 27

AT DEADLINE

MINOW DENIES HE'D BE FCC KINGPIN

Craven, Cross back Kennedy plan; congressmen oppose it

FCC Chairman Newton N. Minow denied Friday White House plan to reorganize FCC would create "one-man agency" by giving him additional powers.

Policy would still be made by all seven commissioners, he said, and if he abuses authority given him it could be rescinded.

Suggestion that commissioners could be coerced into taking positions contrary to their conscience is "insult" to them, Mr. Minow said.

He was joined in support of plan by Commissioners T. A. M. Craven, who previously had been reported opposed, and John S. Cross. Commissioners Frederick W. Ford, Rosel H. Hyde and Robert T. Bartley opposed it. Commissioner Robert E. Lee was not present.

Opponents said plan would give too much power to chairman. Commissioner Hyde said power to assign personnel to cases, which would be given chairman under plan, would amount to power to control policy.

Confusion ▪ Rep. Oren Harris (D-Ark.) said his Subcommittee on Regulatory Agencies agrees objectives of plan are desirable but opposes FCC reorganization on grounds it amends Communications Act in two areas and will leave "confusion and uncertainty."

He asked that plan be rejected to give his subcommittee chance to introduce legislation in normal way to amend act.

Speaking for himself, Rep. Harris said, "I am one of those who feel that there can be reorganization within these agencies to expedite the public's business."

FCC chairman could not grasp additional powers without consent of other commissioners, he stated, and others should have guts to object. Safeguards are built into plan to prevent emergence of one-man commission, he maintained.

Rep. William Springer (R-Ill.) disagreed. He said that "once anybody has a chance to get control, he usually takes steps to exert that control." In order to maintain balance, he stated, all seven commissioners must participate in policy decisions and personnel assignments.

Alternative ▪ Rep. William Avery (R-Kan.) said that "if it is the will and desire of the Congress to relinquish all control over the agencies, then it would be appropriate to permit the reorganization plan to become effective."

Robert M. Booth, president of Federal Communications Bar Assn., testified in opposition to plan for FCBA. He made these points: right to full and complete hearing would be abolished; workload of courts would be materially increased; authority of chairman to delegate is so broad that procedures which would be followed cannot be determined; concept of bipartisan commission would be destroyed; most of desired objectives can be achieved under present statutes.

Meanwhile, Sen. John L. McClellan (D-Ark.), chairman of Senate Government Operations Committee, announced hearings June 6 and 7 on all four reorganization proposals.

NBC-TV changes policy on rate protection

New policy on rate protection to advertisers when affiliated stations' network rates are raised was reported Friday by NBC-TV. Main result, officials said, will be saving in bookkeeping work by advertisers, agencies, affiliates and network.

Now in operation, new policy is to give at least six months' notice when any affiliate's rate is to be raised. Until effective date, charges to all advertisers will be based on old rate; after effective date, all advertisers will pay new rate. Old policy—Standard at CBS-TV and ABC-TV—was to give 30 days' notice of rate increase but let advertisers continue on old rate for six months if they were using station prior to effective date.

Officials noted that under old policy station getting rate increase often in effect had two different rates during six-month protection period. Similarly, agencies might be paying two different rates for different clients during this period, depending on which had beat the deadline entitling them to six-month protection against increase. NBC authorities said new policy eliminates this confusion but is not expected to mean significantly more or less revenue for network—except through savings in manhours of bookkeeping and accounting.

Anticipation

ABC-TV shipped two mobile trucks equipped with tv cameras and video tape recorders to France on Friday (May 19) in expectation that proposed Kennedy-Khrushchev summit meeting in Vienna on June 3-4 will be confirmed. In meantime, equipment will be used to cover Kennedy-DeGaulle meetings set for late this month.

M-E loss to JWT: L&M's $10 million

McCann-Erickson Inc., New York, in throes of account-losing cycle, will drop about $10 million in billing Aug. 18 when broadcast-heavy Liggett & Myers Tobacco Co.'s Chesterfield, Oasis, and Duke cigarettes move to J. Walter Thompson Co., New York. Radio-tv billing is estimated at more than $7 million.

Brief announcement by L&M of termination of M-E association points up loss by that agency of approximately $18 million in billing in past six weeks. Earlier defections were Colgate-Palmolive's Ajax ($4 million) and Bulova ($4 million).

Next fall L&M is committed to sponsorship in *Checkmate* and *Twilight Zone* on CBS-TV; *Follow the Sun* on ABC-TV and *87th Precinct* on NBC-TV.

L&M spokesman declined to give reason for move, but it was believed declining sales on three brands is responsible.

Television Bureau of Advertising figures show gross expenditures for three brands in tv time totaled more than $6 million in 1960, Chesterfield accounting for about $4.3 million. Radio billing was about $1 million.

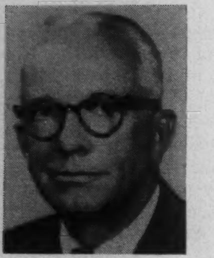
It was speculated that Thompson's acceptance of cigarette account—it's turned down cigarettes several years and never taken liquor business—indicates change in policy under agency's new leadership by Norman Strouse, and that Thompson thus may be looking around for good liquor account to match L&M prize.

Y&R loses AA's $6 million

Young & Rubicam is losing $6 million American Airlines account Aug. 15, but no successor has been chosen. Agencies said to be in running for account are BBDO, Doyle Dane Bernbach, Lennen & Newell, Ted Bates and Ogilvy, Benson & Mather. Broadcast billing is about $1 million in spot radio and $300,000 in spot tv.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Barbour

Oliver Barbour, former radio-tv programming vp of Benton & Bowles, N.Y., to Ogilvy, Benson & Mather as manager of Beverly Hills, Calif., office. Christy Walsh, OBM vp and Beverly Hills manager, resigned earlier this month. Mr. Barbour left Benton & Bowles last fall after 13 years with agency and joined Associated Radio & Television Service, N. Y., where he has been vp.

Mr. Quaal

Ward L. Quaal, vp, and general manager of WGN Inc., elected executive vp and general manager. WGN Inc. operates WGN-AM-TV Chicago and through wholly-owned subsidiary KDAL Inc. operates KDAL-AM-TV Duluth. **Carl J. Meyers,** manager of engineering for Tribune's radio-tv stations, elected vp and director of WGN Inc. He fills board vacancy created last summer by death of Chesser M. Campbell, who then was publisher of *Tribune* and president of WGN Inc. **Bruce Dennis,** manager of WGN news department, elected director of KDAL Inc.

Mr. Thrower

Fred M. Thrower, vp and general manager of WPIX (TV) New York, appointed executive vp and re-elected to board of directors for WPIX Inc. and WGN Inc., Chicago, and elected to board of directors of KDAL Inc. Mr. Thrower joined WPIX (TV) as vp and general manager in 1953 from CBS-TV where he had been vp in charge of sales. Earlier he'd been with NBC's Blue Network as vp and general sales manager and with its successor company, ABC, for nine years. He began his career with NBC's program department in 1931 and in 1933 transferred to network's sales department.

John G. Cole, senior tv producer, and **Donald Moone,** account supervisor, elected vps at Sullivan, Stauffer, Colwell & Bayles, N. Y. Mr. Cole, who joined SSC&B in 1953 as assistant director of its Hollywood office, was transferred to N. Y. office in April 1959. He began his advertising career in mid-30's in copy department and radio production at Gardner Adv., St. Louis. He has also been copywriter at Compton Adv. and radio director and tv supervisor for Ruthrauff & Ryan. Mr. Moone joined agency in 1956, starting in merchandising department. He is now supervisor of Lever Bros.' account group. Before SSC&B association, Mr. Moone was sales executive for Snow Crop citrus juices.

Mr. Cole

Mr. Moone

For other personnel changes of the week see FATES & FORTUNES

American Oil launches big all-media drive

American Oil Co., New York, is launching extensive all-media advertising campaign tomorrow (May 23), including spot radio effort on 333 stations and spot tv drive on 154 outlets, which call attention to its new single, nationwide operation. Agency is D'Arcy Adv., St. Louis and New York.

Commercials and advertisements in newspapers and on billboards emphasize company's "Big Step" theme, which is that three regional petroleum marketers—American Standard Oil Co. (Indiana) and Utah Oil Refining Co. now constitute one operation. Tv spots include two-minute "spectacular" commercial, starring baritone Bill Lee and chorus of 26 singers and dancers. With variations, song will be used also on radio. Budget was not disclosed.

RCA increases color line

RCA announces it will come out with 22 color tv receivers in fall, most complete line in its history, at retail prices ranging from $495 for table model to $1,500 for combination stereo, am, fm, phonograph unit. Receivers will introduce new RCA high fidelity picture tube, which reportedly increases picture brightness and contrast up to 50%.

WLOX in line for ch. 13

FCC has directed staff to prepare document reversing supplemental initial decision to grant ch. 13 Biloxi, Miss., to Radio Assoc. (WVMI Biloxi). If FCC finalizes action, channel will go to WLOX, that city.

In 1957 FCC granted channel to WVMI; WLOX appealed case and court remanded to FCC. Hearing examiner's initial decision would reaffirm original FCC grant. Controversy hinged on loan by Gulf Coast hotel operator Edward Ball to Radio Assoc. $300,000 for 53% of company as collateral.

WVUE (TV) New Orleans has used ch. 13 in interim. Case is over eight years old.

Saying it with music

If broadcasters want to satisfy musical tastes of FCC Chairman Newton N. Minow and his family, they'll program music like Mendelssohn's Violin Concerto, Rhapsody on Theme of Paganini by Rachmaninoff and Moldau by Smetana. Those are favorite selections of Mr. and Mrs. Minow according to Sunday's (May 21) *Guest Conductor* program on WGMS-AM-FM Washington. Rather advanced favorites of oldest two of three Minow daughters (aged 6 and 8) are "My Fair Lady" and "Carousel."

Whiteside commits suicide

Thurman A Whiteside, key figure in conspiracy case involving former FCC Commissioner Richard A. Mack, was found shot to death in his Miami office Friday (May 19), victim of an apparent suicide. Dr. Joseph Davis, county medical examiner, said "apparently he died almost instantly." Mr. Whiteside was acquitted last October on both counts of his indictment after first trial ended in hung jury.

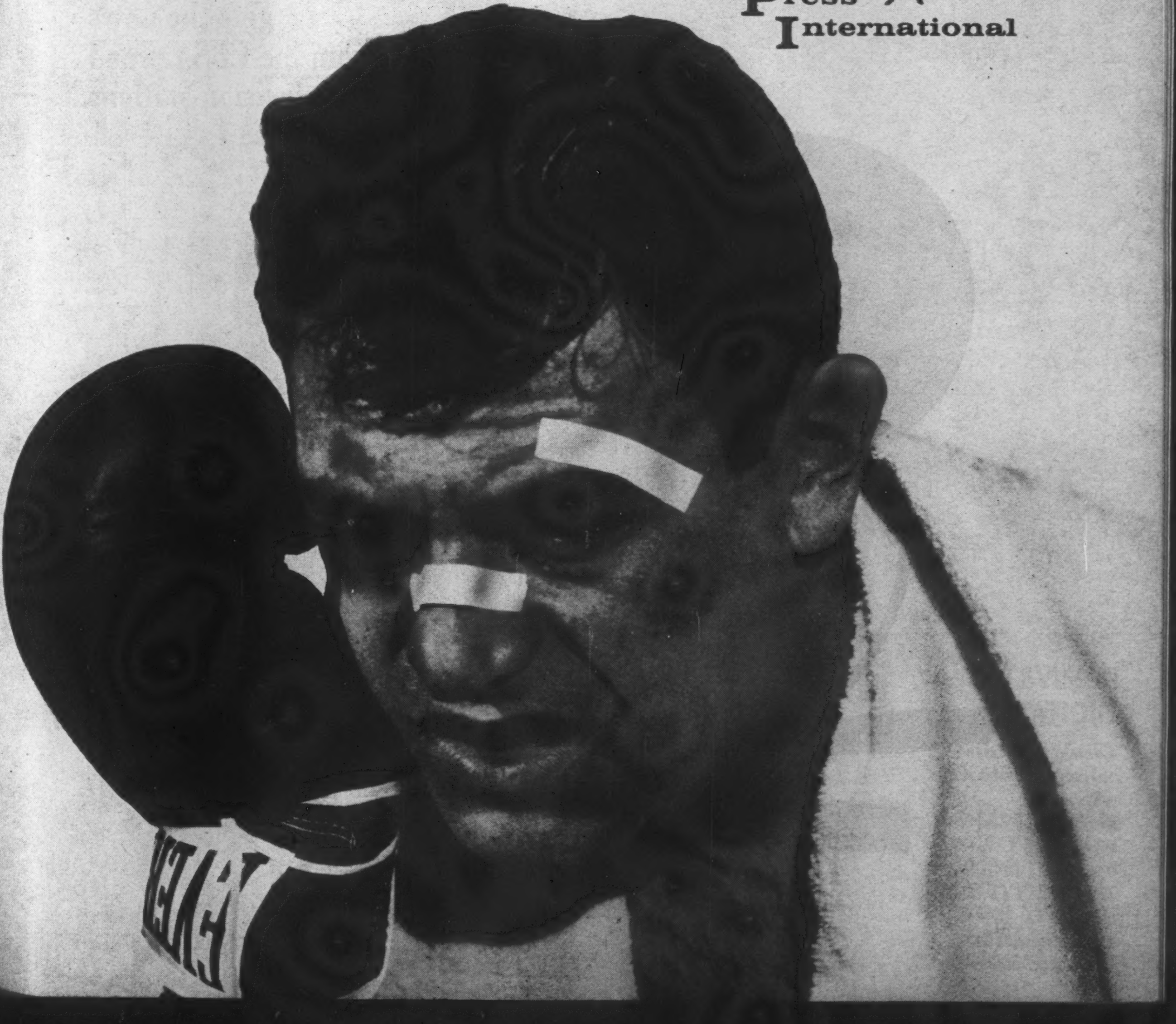
"Goodness," said Killer Jones, "I suffered contusions and abrasions."

You'll never get a quote like this from UPI.

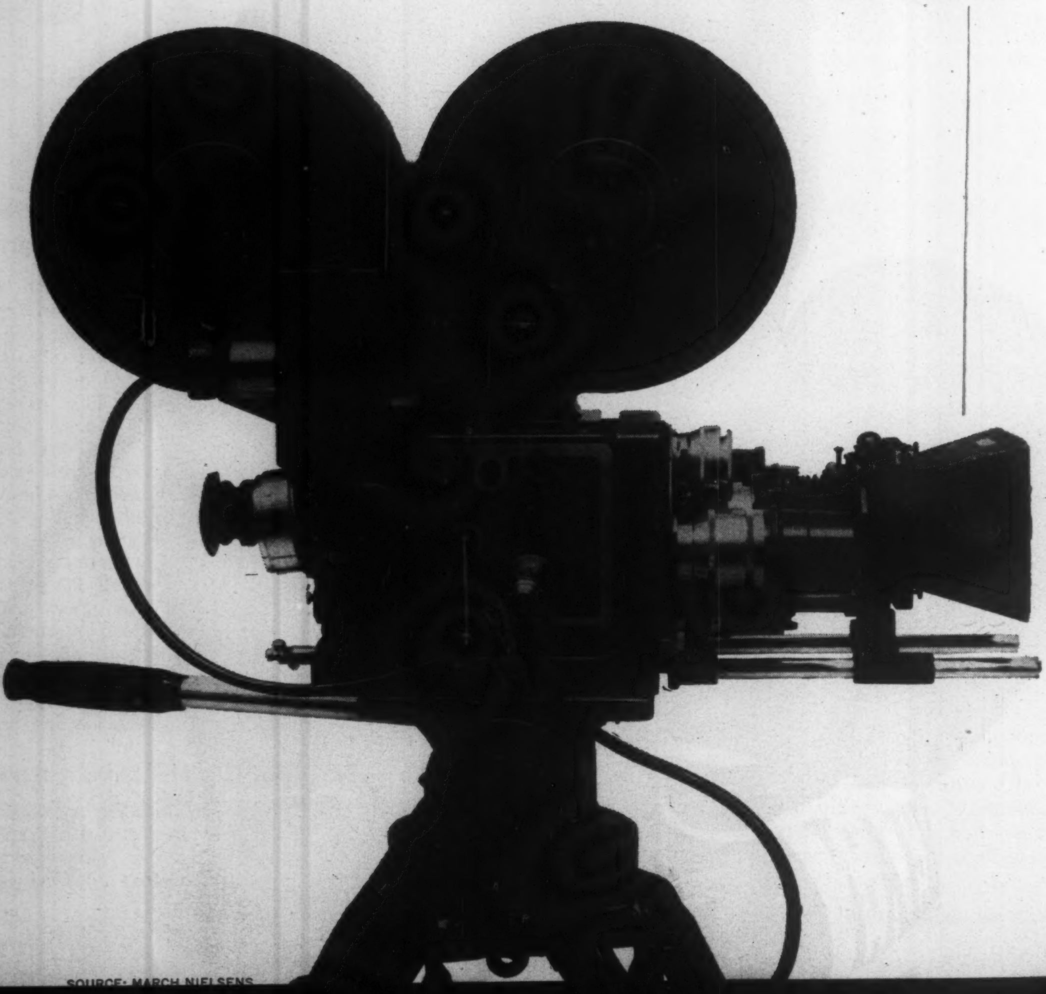
We quote them the way they talk.

United Press International

A UPI MAN IS AT THE SCENE

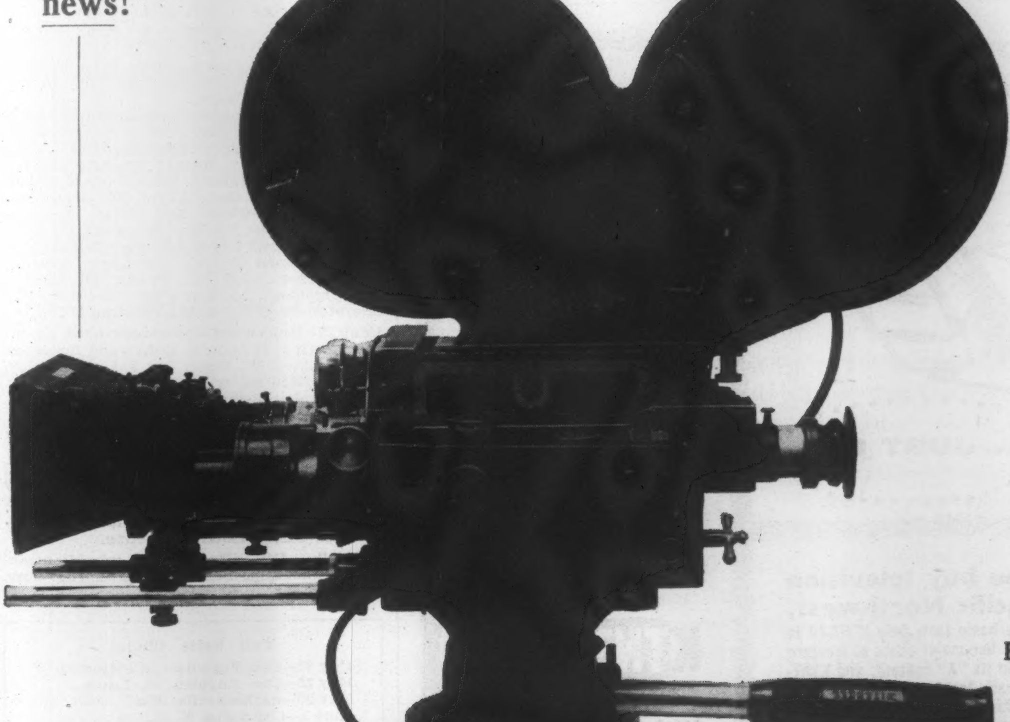


"Wow!
Viewers spend a
total 23 million hours
each week
watching news
on the five CBS Owned
television stations.
In fact,
42% of the total
television news audience
in the five markets
gets the news
from the CBS Owned
television stations."



SOURCE: MARCH NIELSENS

"Man...
that's what I call
news!"



CBS
TELEVISION
STATIONS

A Division of Columbia
Broadcasting System, Inc.
Operating
WCBS-TV New York
KNXT Los Angeles
WBBM-TV Chicago
WCAU-TV Philadelphia
KMOX-TV St. Louis
(all represented by
CBS Television Spot Sales)

WAVE-TV sells 28.8% more Soft Drinks and Confections

—to 28.8% more men, women, teenagers and children!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

NO ONE ELSE CAN MAKE THAT STATEMENT!

...JUST US!

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV
CHANNEL 11
CBS
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

May 1-31—**National Radio Month.**

*May 15-27—**The First International Festival of Television Arts & Sciences.** Montreux, Switzerland. The festival is divided into three parts: (1) May 22-27—**Television Contest** (telecasts from all countries wishing to participate will be judged; and (2) May 15-27—**Television Equipment Trade Fair** (display of latest equipment).

May 20-24 — **Assn. of Independent Metropolitan Stations,** spring meeting. Broadmoor Hotel, Colorado Springs, Colo.

May 22-24—**National Symposium on Global Communications, Institute of Radio Engineers.** Hotel Sherman, Chicago.

May 23—**Los Angeles Advertising Women,** annual awards banquet, Beverly Hilton Hotel, Beverly Hills, Calif. "Lulu" awards will be presented to women producers of outstanding advertising during 1960.

May 24—**Broadcast Adv. Club of Chicago,** luncheon meeting. To be addressed by CBS Inc. President Frank Stanton. Grand Ballroom, Sheraton-Towers, Chicago.

*May 25—**Chicago Unlimited** silver salute to radio. Grand Ballroom, Sheraton Towers Hotel, Chicago. Reception 6:30 p.m., dinner 7:30 p.m.

May 25-26—**Iowa Broadcasters Assn.,** annual convention. Speakers include FCC Commissioner Robert T. Bartley. Roosevelt Hotel, Cedar Rapids.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

May 26-27—**Radio/Television News Directors of the Carolinas,** annual meeting. Francis Marion Hotel, Charleston, S. C.

*May 27—**Idaho-Utah AP Broadcasters' Assn.,** annual spring meeting. Hotel Rogerson, Twin Falls, Idaho.

May 27-31—57th annual **Advertising Federation of America** convention. Speakers include: Paul Rand Dixon, chairman, FTC; Earl W. Kintner, former chairman, FTC; John P. Cunningham, chairman, Cunningham & Walsh; Gen. Alfred M. Greunther, president, American Red Cross; Emerson Foote, president, McCann-Erickson; Ed Zern, vice-president, Geyer, Morey, Madden & Ballard; Leslie Bruce, advertising director, Purex Corp., and Dr. Dexter M. Keezer, vice-president, McGraw-Hill Publishing Co. Sheraton-Park Hotel, Washington, D.C.

*May 29—**Hollywood Advertising Club,** luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Lloyd W. Dunn, vp for advertising, Capitol Records, will speak on "Packaging and Merchandising Sound."

JUNE

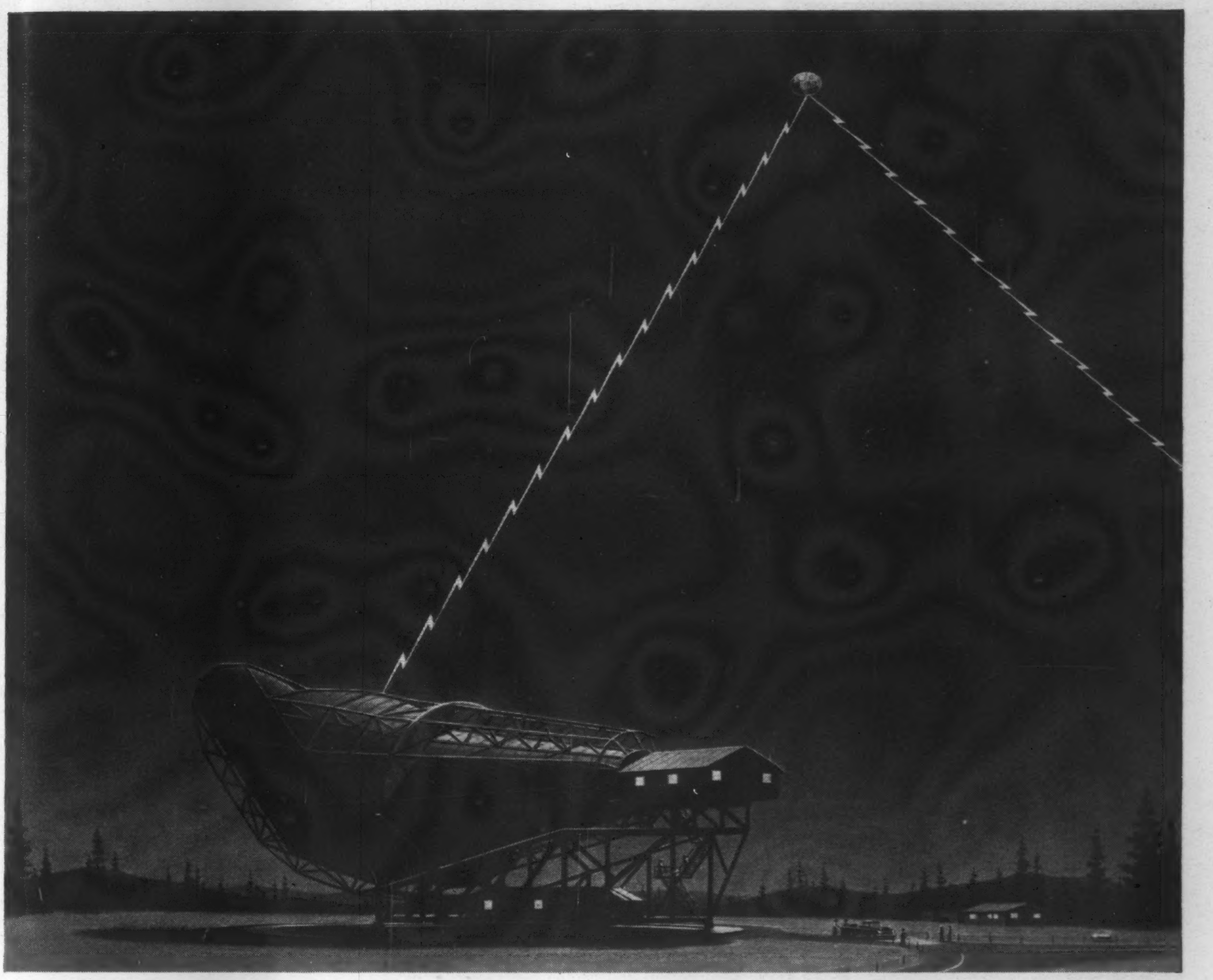
June 1 — Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

June 2 — **UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

TvB Sales Clinics

May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.



GIANT BELL SYSTEM ANTENNA for catching and amplifying signals from satellite will be 177 feet long and about as high as an 8-story building.

Bell System Is Far Advanced on Satellite to Extend Microwave Communications across the Seas

Microwave system overseas via satellites is a natural extension of today's nationwide telephone and TV networks.

The Bell System is ready right now to move fast on a communication system using satellites in outer space.

We've already made telephone calls from coast to coast by bouncing radio signals off NASA's Echo I satellite.

We're well along on designing and building an experimental active satellite and are prepared to pay for the launching and for transmission facilities on the ground.

Our aim is to create more high-quality voice channels, and, ultimately, global television channels. We would connect our U. S. communication network with those of other countries and provide international overseas service.

There's one thing we'd like to make completely clear.

The Bell System is not seeking a monopoly of space communications.

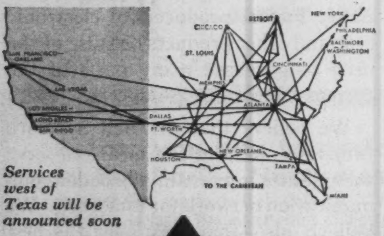
There would be all kinds of opportunity for the producers of electronic gear and other products because of the need to purchase many parts of the system from these producers.

We believe that the Bell System's proposals offer the best means to serve the public's interest in a broader communication network for tomorrow. We believe, also, that they offer the best means to get a working system "in being" in the shortest possible time.

BELL TELEPHONE SYSTEM

DELTA
..Jet leader
on every
route flown!

Delta moved directly into the Jet Age with the first Douglas DC-8's and the World Champion Convair 880's. This leadership pays dividends today in superior service and maximum experience on every route operated.



Services west of Texas will be announced soon

DELTA
the air line with the ***BIG JETS***

RAB SALES CLINICS

May 22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research companies. Lever House auditorium, New York, 4 p.m.

June 8-9—**North Carolina Assn of Broadcasters,** convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

*June 8-9—**Assn. of National Advertisers** workshop on planning and controlling profitable advertising, Westchester Country Club, Rye, N. Y. Speakers at members-only session Thursday: Robert E. Kahl, executive vice president, Borden Foods Co., on profit-loss approach to advertising; Michael Schiff, Ph.D., professor of accounting, New York U., on cost allocations; George Wilson, manager, merchandising and advertising, Johnson & Johnson, and Lionel Brown, advertising manager of Knomark Inc., panelists in discussion of budgeting; William Mueller, partner in Arthur Andersen & Co. accounting firm, on auditing agency work. Friday speakers: Joseph F. Anderson, advertising manager, Dictaphone Corp., on planning and controlling; Bruce Werrt, assistant advertising manager, Goodyear Tire & Rubber Co., on media department organization; James J. McCaffrey, senior vice president of Ogilvy, Benson & Mather, on getting increased mileage from the media budget; Robert Bergmann, president, Filmex Inc., on controlling the cost of tv commercials, and a panel on "how the advertiser and agency can work together for profit-oriented advertising." Ray Wilson, supervisor of advertising services, Shell Oil Co., is program committee chairman.

June 8-10—**Western Assn. of Broadcasters,** annual meeting. Banff Springs Hotel, Canada. Speakers include Don Jamieson, president Canadian Assn. of Broadcasters.

June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

June 9-10 — **Conference on Government-Business Relations in Marketing.** American U., Washington, D. C.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-14—**Assn. of Industrial Advertisers** annual conference. Statler-Hilton Hotel, Boston.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

*June 12—Deadline for comments on **FCC** proposed rulemaking to curb "hidden plugs" and "payola."

June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker.

MONEY TALKS
—but what does it say?

If you eavesdrop in the businesspaper field, you'll find the circulation dollars saying to the publisher: the man who sent me in *wants* your publication.

For parting with money in exchange for a businesspaper is more than just sweet sorrow—it's proof that the one who parts sets a definite, ascertainable value on the publication.

And, carried to the next logical step, it's an affirmation to the advertiser that the readers are meeting him at least half way.

A lot of very good businesspapers believe this is an important consideration. In fact, by having their circulations audited by the ABC, they voluntarily lay their books open to the scrutiny of interested outsiders and, in a very real sense, invite—and obtain—customer supervision of one of the most vital phases of their businesses.

If you could hold a quiet conversation with your advertising dollars, we think you'd hear a good many of them saying they'd feel a lot safer about the mission you're sending them on if they carried this kind of insurance.

THE ASSOCIATED BUSINESS PUBLICATIONS ABP
AUDITED PAID CIRCULATION ABC

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication
in its field qualifying for
ABC and ABP membership.

IN RADIO IT'S THE

SALES CLIMATE THAT COUNTS

WPEN IS THE STATION OF THE STARS

WPEN was the first station in Philadelphia to program TOP FLIGHT personalities. These salesmen are now established and have built up large and loyal audiences. They do not broadcast in an atmosphere of frantic sounds and chaotic music. On WPEN, the most important sound is your commercial. WPEN is the station of Per-SELL-nalities.

JACK O'REILLY
5:30 A.M. to 9 A.M.
5 YEARS

PAT and JACK
9 A. M. to 10 A. M.
7 YEARS

RED BENSON
10 A. M. to 1 P. M.
5 YEARS

MAC MCGUIRE
1 P. M. to 3 P. M.
4 YEARS

LARRY BROWN
3 P. M. to 7 P. M.
4½ YEARS

BUD BREES
7 P. M. to 11 P. M.
7 YEARS

FRANK FORD
11 P. M. to 2 A. M.
4 YEARS

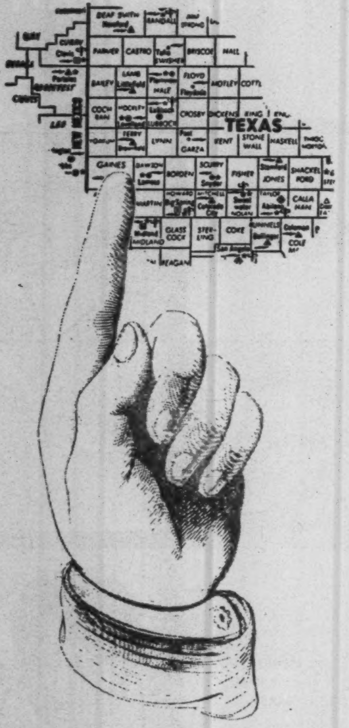
OUR BEST SOUND IS A RINGING CASH REGISTER

WPEN

PHILADELPHIA

Represented Nationally by **GILL-PERNA**

Your single purchase buys co-ordinated promotion and coverage over 67,000 square miles in West Texas and East New Mexico! Here, the West Texas Television Network serves the CBS signal to a 62-county area and 1,079,300 people with effective buying income of $2,054,386,000 and retail sales in excess of $1,409,857,000*



*All figures are unduplicated by any W.T.T.N. stations. Ref.: Sales Management 1961 Survey.

BIG! even for TEXAS!
CBS

west texas
television
network

W. D "Dub" Rogers, President and Gen. Mgr.

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT .... MAURY LONG
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ASST. SEC.-TREAS. .... LAWRENCE B. TAISHOFF

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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While they last!

ORDER YOUR COPY NOW!

(on first come—first served basis)

BROADCASTING

1960 Yearbook Issue*

"the one-book library of television and radio information"

46 separate directories indexing the world of broadcasting

- tv stations
- am stations
- fm stations
- educational stations
- networks
- sales representatives
- advertising agencies
- associations
- services
- government
- schools

plus—

market data, billings, ratings, programs, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership.

- limited number available at $4.00 per copy

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Circulation Department
1735 DeSales Street, N.W.
Washington 6, D. C.

*published every September as 53rd issue of BROADCASTING—The Businessweekly of Television and Radio

6

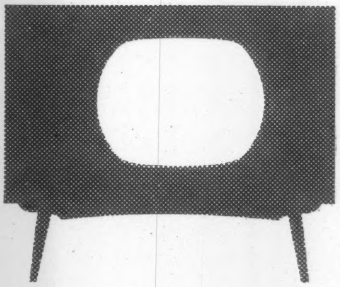
"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group . . . covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"

Ray Saxon

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation . . . with their Color TV engineering skills, wonderful Color programming, and Color selling power." Jack M. Williams

Jack M. Williams, Vice Pres.
Advertising and
Sales Promotion
RCA Sales Corporation



Call your WLW Representative . . . you'll be glad you did!

the dynamic Crosley Stations

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

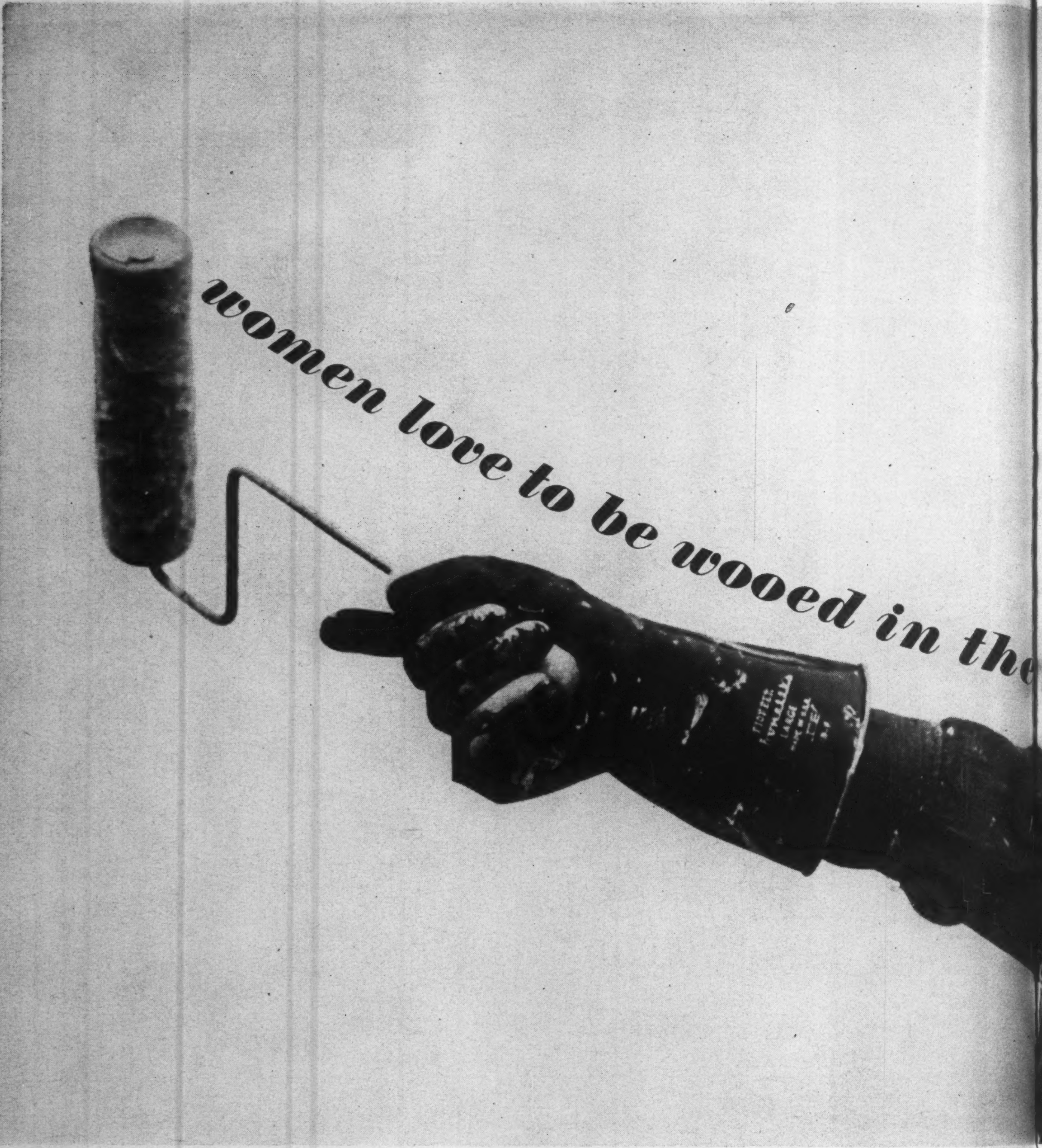
WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

W
L
W
Radio

Crosley Broadcasting Corporation, a division of **Avco**



Moral: A dollar invested in day-time TV reaches more women more often than the same dollar spent at night! Time was when the advertiser interested in talking to women stood by this hard and fast rule: Daytime for frequency; Nighttime for reach. Things have changed. A recent research study shows Daytime leading Nighttime in reach at every level of frequency. NBC had Nielsen compare a typical night-time buy—an alternate half-hour—and an NBC day-time schedule of approximately the same cost. Result? Over a four-

NBC DAY-TIME LINE-UP: 10:00 Say When • 10:30 Play Your Hunch (color) • 11:00 Price Is Right (color) • 11:30 Concentration • 12:00 Truth or Consequences • 12:30 It Could Be You

week period, the evening show reached 18,100,000 different homes. The NBC day-time schedule reached 22,100,000 different homes; 4,000,000 more homes for Daytime! What's more, the average day-time home received almost twice the number of commercial messages, yielding 477 more homes per dollar. Whether it's a matter of four weeks or eight weeks, homes reached once or a dozen times . . . day-time dollars reach more homes.* So, if you've got women on your mind, consider the advantages of ***NBC Television Network—first in the Daytime!***

*Nielsen Audience & Cost Data, March-April 1960. Estimated Time and Published Talent Costs.

(color) • 2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollywood

MONDAY MEMO

from C. JAMES PROUD, president and general manager, AFA

History shows that an attack on one is an assault on all

The last 12 months since Advertising Federation of America's previous meeting have been a time of change, tension and serious threat to many things which we hold dear. During this year we have nominated and elected a new President of the United States. The electronic industry became a key factor in that election, and broadcasting and advertising proved themselves more conclusively than ever to be a vital part of the warp and weave of our American way of life.

It is therefore appropriate, I think, that AFA should be bringing its full range of interests of advertisers, agencies and media to focus in Washington in the forthcoming week. There we hope to assess advertising's main *overall* problems and to try to forsee the trajectory of this industry's future progress. As usual, the Federation's convention is portrayed on a "wide screen," with the focus very much on the broad international implications as well as our more immediate national problems.

Tax on Tv ▪ For instance, the opening session Monday, May 29, will delve directly into the serious threat posed by the Conservative British government's imposition of a 10% tax on television advertising in mid-April.

AFA construes such actions by America's historic ally as setting dangerous precedents in the taxation (1) of advertising *per se* and (2) of a particular form of advertising.

As in the case of the Baltimore city taxes on advertising, the original act invariably sets off a nuclear reaction which suddenly spreads far beyond the scene of the explosion. It takes no genius to forsee serious threats which will follow the British action.

Even if we are not concerned with international problems, we believe all advertising men and women, and particularly those in the electronic fields, have major stakes in the work of the Advertising Federation of America. For the local, state and national problems of all advertising are enormous, and none of us can afford to stand alone, dependent upon our own strength and our own defenses.

That is why AFA opened its Washington office in the fall of 1959 to develop a two-way communications exchange between its 50,000 members and our official representatives in Washington. We agree with the former Federal Trade Commission chief, Earl Kintner, that "the best government is the least government." We also believe that the less shouting we have to do in Washington to get attention, the more effective our work becomes.

Uninhibited Jabs ▪ We felt that way when, in the early rounds of political oratory last summer, a few headline hunting politicos took free and uninhibited jabs at "Madison Avenue," "payola" and the advertising industry in general. AFA decided early in the game that it would be futile and foolish for the Federation, or any other segment of the industry, to get involved in a name-calling contest with these critics, thus giving them what they wanted—a publicity gimmick to feed their own selfish ambitions.

But the long-range philosophical dangers to the advertising industry were not—and are not—lost upon the Federation leadership. It is recognized that there are many persons, misguided for the most part, who believe that the right of freedom of speech should be curbed. Even the President of the United States recently defended the right of government to censor and screen news in times of crisis, and he labeled this as such a period.

The recent address of FCC Chairman Newton Minow certainly gives the communications world, and especially the broadcasting industry, food for sober thought.

Needless to say, there was much applause for Mr. Minow's talk, especially his courage in making it before the audience he selected for his maiden effort. Many advertisers and agency officials frankly praised Mr. Minow's forthrightness because they felt that strong words to encourage television stations, and networks, to meet their full responsibilities to the public—both in programs and advertising—are necessary at this time. With this we agree.

Advertisers Must Share ▪ The responsibility for improved programs and better balanced advertising schedules, however, is not on the shoulders of the broadcasters alone, although I believe they must accept the major load. Advertisers and agencies must share an important part of the liability for protecting the public's interest.

It seems to us that advertising always will be under attack as long as the advertising family continues to view itself as separate and competitive entities, without the cohesion of family responsibilities or loyalties. This is a serious mistake.

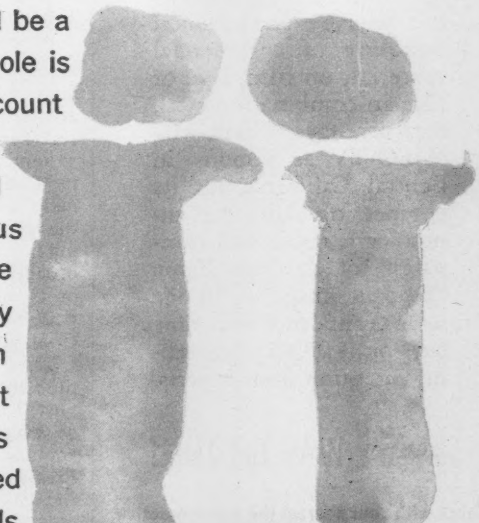
Too frequently we have seen disinterest and even jubilation on the part of rival media when another medium is under attack. We do not like what we have seen because we know from history that an attack on one of us is an assault on all.

Self-discipline ▪ Advertising during its long career as a spark plug of America's economic growth has fought hard to exercise self-discipline in its service to the American people. Our success or failure in this field of self-regulation will determine how much new government regulation will be imposed by the present administration.

It is our job to prove that self-policing will work, and this means advertisers, agencies, media and their associations must share that responsibility. The one catalyst group comprising all these interests, plus their 18 national vertical associations, is AFA

It welcomes the use of its vast "grass roots" organization, of which the Advertising Clubs are its cohesive force, to help educate and cultivate the understanding and appreciation of this great economic tool which has played such an important part in making America the last hope of the Free World.

A cross-section of advertising interests will be represented when the Advertising Federation of America meets in Washington May 28-31 at the 57th annual convention. C. James Proud, president-general manager since June 1957, spent 12 years as a newspaperman, has served as advertising manager-public relations director of General Motors' Aeroproducts Division, and has been on AFA's executive staff for 14 years. He's a member of The Advertising Council.



MAKE YOUR KURUS COUNT! A cache of Kurus would be a Turkish delight to any Ottoman. The coin-with-the-hole is currency from Istanbul to Azerbaijan, and Turks today count on Kurus to buy everything from new scimitars to compact cars. In Baltimore, an advertising Turk could work wonders with a conservative collection of Kurus because there isn't any mystery or mysticism about the sales promotion power of WBAL-Radio. Maryland's only 50,000 watt station dominates the entire metropolitan area plus 37 surrounding counties in a radius that reaches four adjacent states. WBAL-Radio produces results in this rich region by providing more unduplicated coverage than any other native station. WBAL-Radio sells by sustaining listener interest with a consistent format of full range programming and music for mature minds. Turk or Tycoon, you don't need multiple schedules to cover the Maryland market . . . just depend on WBAL-Radio—the basic buy in Baltimore, the medium that makes every Kuru count.

WBAL-RADIO BALTIMORE NBC Maryland's only 50,000 watt station

Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.

SKILL on the board
KJEO
FRESNO, CALIFORNIA

What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO
CHANNEL 47
Fresno, California

OPEN MIKE ®

Good company

EDITOR: I'm glad to see (NAB CONVENTION, May 15) I was in good—and agreeable—company with the comment on the Minow speech! — *S. M. Ballard, President, Geyer, Morey, Madden & Ballard Inc., New York.*

Big response

EDITOR: . . . I've had many, many old friends write or call after you ran the pictures of the good people from Country's Delight (milk) and WBBM-TV (FANFARE, April 10). As a P.S. to the story, we had over 2.2 million entries in the contest. Captain Kangaroo was even better than we first suspected.—*William C. Olendorf, Vice President, Marketing, Tobias, O'Neil & Gallay Inc., Chicago.*

The real message

EDITOR: . . . It seems that you have clearly and frankly stated the real message of the NAB convention in the last paragraph of this editorial masterpiece ("The wrong path to greatness," EDITORIALS, May 15).

Broadcasting must not only "invigorate its efforts," it must fight to keep what freedom it has as well as the freedom of every single citizen in this country. —*Lawrence Webb, Managing Director, Station Representatives Assn., New York.*

EDITOR: I must compliment you on your editorial, "The wrong path to greatness" (EDITORIALS, May 15). I feel sure the majority of the broadcasters attending the NAB convention in Washington felt that President Kennedy used more tact and approached the problem with a greater sense of public relations and feeling for the broadcaster than did either Mr. Minow or Gov. Collins. Mr. Minow, in particular, should take a lesson or two from his boss.

. . . I might even suggest at this time that this editorial be framed and posted in the office or reception room of every broadcasting station in this country.—*Fred L. Bernstein, Vice President, Radio Tv Representatives Inc., New York.*

EDITOR: "The wrong path to greatness" was magnificent. This industry has little to fear with men like you speaking out. —*Ben Strouse, President, WWDC Washington.*

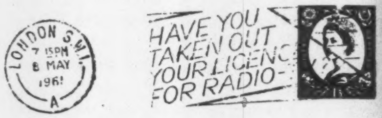
RFE Fund thanks

EDITOR: We at the Radio Free Europe Fund would like to use BROADCASTING as a medium for thanking the broadcasting industry for its wonderful response to the 1961 "Broadcasters for Radio Free Europe" campaign (and) . . . the industry's maximum use of program materials made available through The Advertising Council.

. . . Contributions to P.O. Box 1961, Mount Vernon, N.Y. . . . are substantially larger than in any other year. . . . We are receiving excellent response as well to the RFE Broadcasters Participation Awards program. . . . Over 200 entries have already been received at P.O. Box 21-B, Mount Vernon, and the closing date is not until May 31. —*John M. Patterson, President, Radio Free Europe Fund, New York.*

The alternative?

EDITOR: This is a London envelope. It might be interesting to let U.S. readers know how the British government reminds 'em to cough up $ for radio privileges—while we get abuse by FCC guys.—*A. A. Schechter, A. A. Schechter & Assoc., New York.*



Quick reaction

EDITOR: I would like . . . to thank you for the fine treatment you accorded our recent report, "Television 1961: Packaged, Taped and Brightly Colored" (BROADCAST ADVERTISING, May 8). . . .

I thought you would be interested to know that due to BROADCASTING's coverage . . . we have already—in less than one week—received many requests for a copy of our complete report. . . . —*Marvin D. Melnikoff, Director of Marketing & Research, Weed Tv, New York.*

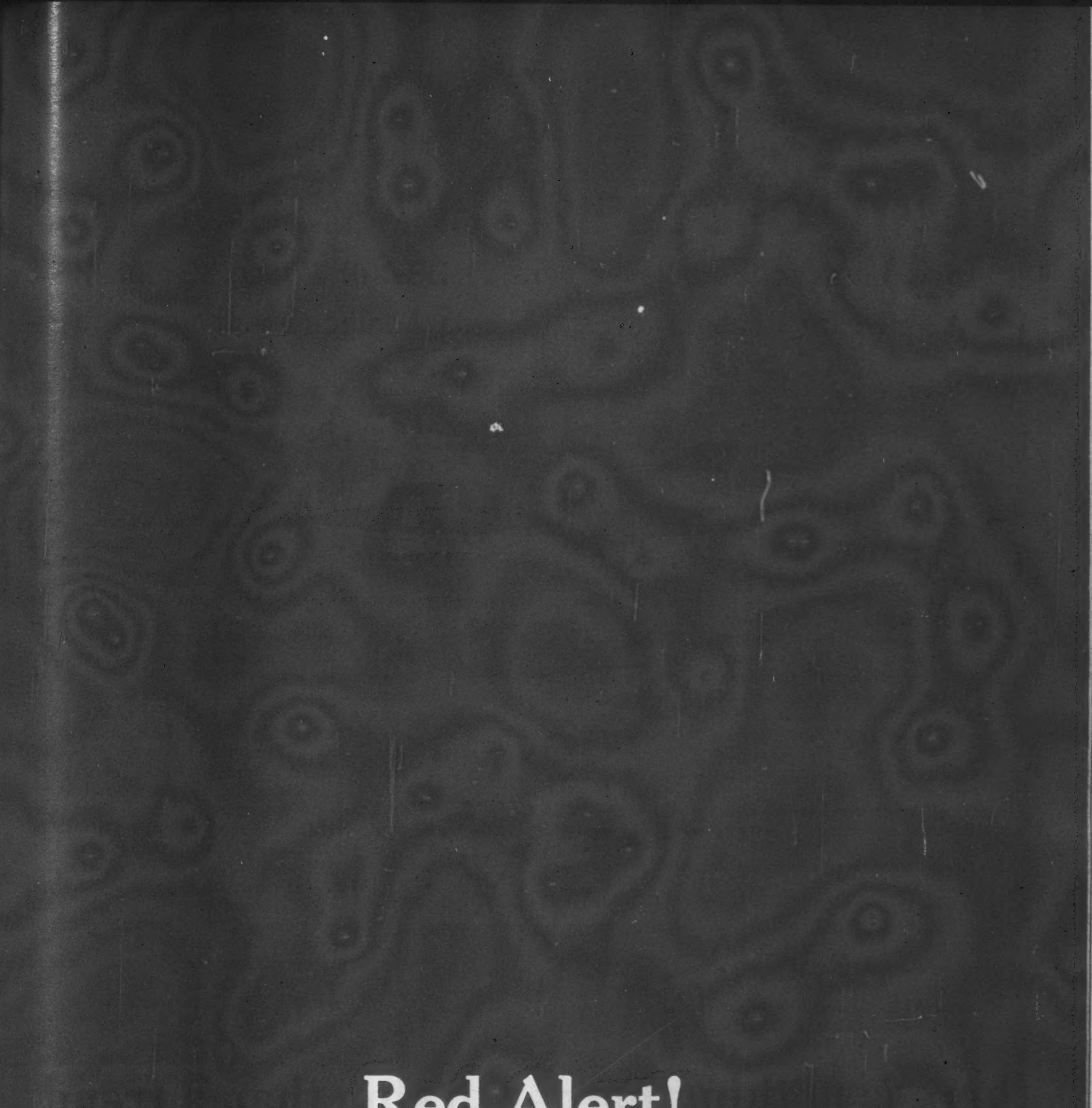
The Florida story

EDITOR: . . . One of the finest market studies ever published on the state of Florida (BROADCASTING, April 17). I was tremendously impressed with the vast amount of data and accuracy. . . . —*Ed Keys, Assistant Manager, Miami-Dade County Chamber of Commerce.*

No interest in WLMJ

EDITOR: You carried the announcement (FOR THE RECORD, May 1) that WMNI had received a construction permit for a new fm station in Columbus.

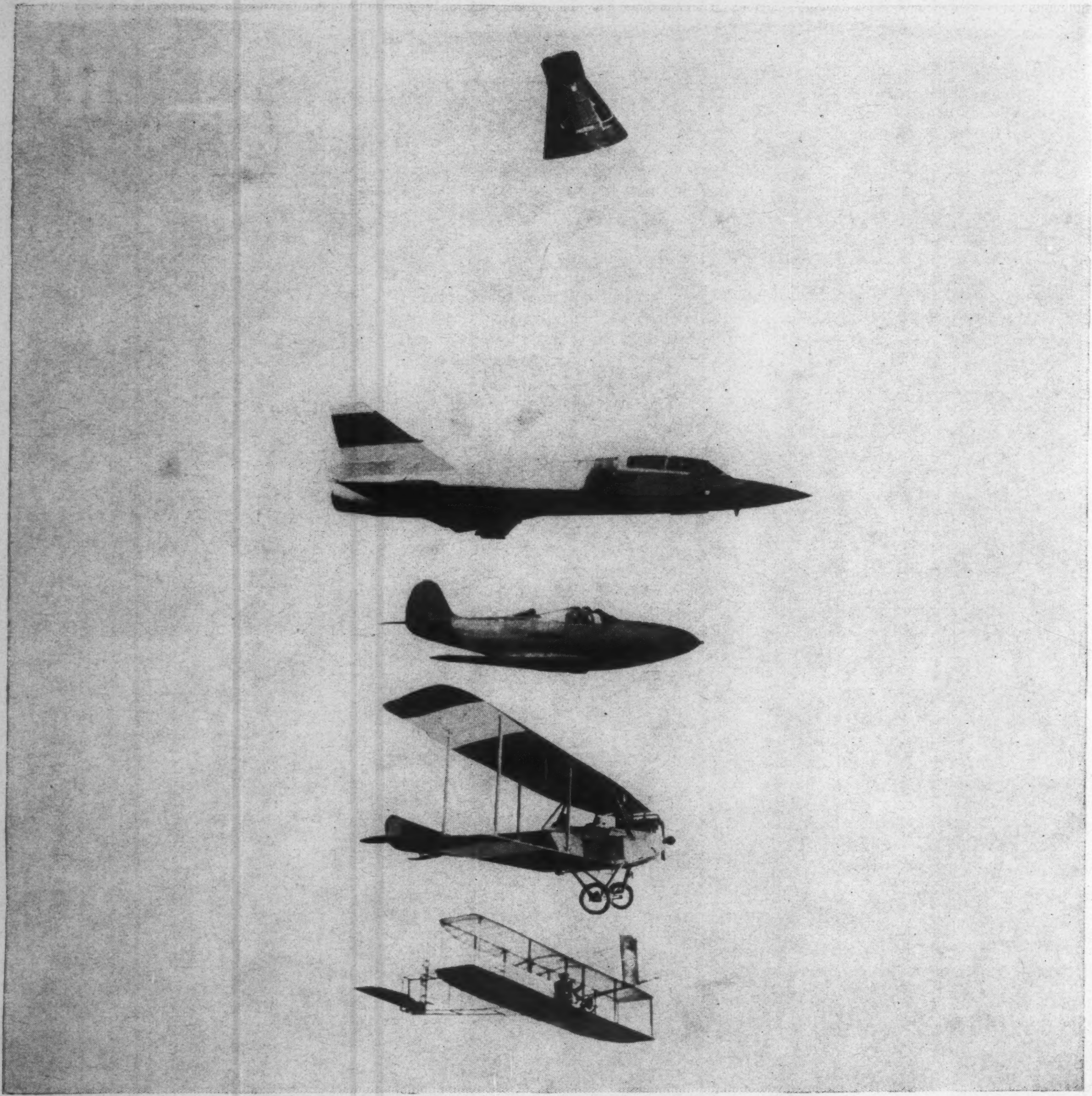
It was further indicated that William R. Mnich held an interest in WLMJ Jackson, Ohio. This is not correct. Our application indicated that I divested myself of this (10%) interest in April, 1955. The only broadcast interest I currently hold is in WMNI.—*William R. Mnich, President, WMNI Columbus, Ohio.*



Red Alert!

The bombardment is on! No sirens, no explosions, but a persistent bombardment from Radio Moscow of twisted news, half-truths, red herrings designed to confuse and divide us. To alert the nation to this danger, WBT Radio for the last two years has been interpreting and refuting Soviet propaganda on its program, Radio Moscow. Three times a week excerpts from Soviet shortwave broadcasts to Canada and the United States are presented, followed by an analysis of the distortions and fallacies they contain. Already fourteen other major U.S. radio stations broadcast WBT's Radio Moscow; and it is being used as classroom material in colleges and public schools. This year Radio Moscow has won three national awards for WBT Radio—the Freedoms Foundation George Washington Honor Medal Award, the Sigma Delta Chi Public Service in Radio Journalism Award, and the TV-Radio Mirror Gold Medal Award. All of us at WBT are proud of the recognition our program has received. We are encouraged in our belief that truth is our surest defense against the voice of Communist enslavement. **WBT RADIO CHARLOTTE**

Jefferson Standard Broadcasting Company



there is nothing harder to stop than a trend

Things keep looking up.

ABC doesn't want to try to steal any of the headlines' thunder. But, in the spirit of the general jubilation, let us say that The Trend is "A-Okay all the way" toward ABC-TV.

Reason: ABC's leadership in Sports. (ABC's Wide World of Sports, All-Star Golf, Orange Bowl Game, Bing Crosby Golf Tournament, Fight of the Week, NCAA Football, Pro Football & College Basketball.)

Reason: ABC's leadership in action adventure entertainment. (The Untouchables, 77 Sunset Strip, Maverick, Naked City.)

Reason: ABC's leadership in comedy, cartoon shows. (My Three Sons, The Flintstones.)

Reason: ABC's facing of the issues of the day. (ABC-TV News Final, The Winston Churchill series, Close-Up!, Expedition!)

The result: Where people can choose, in the largest 3-network competitive area measured by Nielsen,* ABC is No. 1 in evening audience.

Look at the up-looking chart at the right.

There is nothing harder to stop than a trend.

NETWORK	24 measured weeks 3-net share Oct. 24, 1960—Apr. 16, 1961
ABC-TV	37%
NET Y	34%
NET Z	29%

ABC Television Network

*Source: National Nielsen 50 Markets TV Reports, Average Audience, October 24, 1960 through April 16, 1961. Sunday, 6:30 to 11 PM, Monday through Saturday, 7:30 to 11 PM.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 22, 1961 Vol. 60 No. 21

CONTRACT BANS TRIPLE-SPOTTING

Y&R-Gulf Oil pact with NBC-TV may develop entirely new pattern as other agencies applaud, consider advantages of following suit

A new approach initiated by Gulf Oil Corp. and its agency, Young & Rubicam, to combat triple-spotting by stations between network programs appeared last week to be gaining in advertiser attention.

Most agency executives when queried on the Gulf-Y&R move—that of inserting an anti-triple-spotting clause in a contract with NBC-TV—reacted in one of two ways:

- Either they are studying the move with an eye to the possibility of following suit;
- Or they said that while they do not intend to take direct action themselves, they feel the Gulf-Y&R move is a step in the right direction.

The clause agreed upon by NBC-TV and Gulf commits the network to use its "maximum efforts" to prevent any station carrying Gulf programs (a regular news series starting next fall, in addition to specials) from triple-spotting "either immediately before or immediately after the telecast of this show."

Can Cancel ▪ The contract clause further states that Gulf reserves the right to cancel any station which triple-spots immediately adjacent to the program.

NBC-TV said last week that no other advertiser has made a formal request for a similarly worded contract, but acknowledged that several other agencies had called to ask for clarification. It was indicated that NBC-TV would take "under advisement" any additional such requests by advertisers.

Young & Rubicam sources revealed the agency would rely mostly on reports —both regular and specially prepared —provided by Broadcast Advertisers Reports, an off-the-air monitoring service, in policing the clause.

Some agencies pointed out that the Gulf situation is unique. Much network tv programming now, they reminded, are multiple-sponsorships, thus creating a complex problem for the sponsors to sift out when attempting to determine infractions of an anti-triple spotting rule.

It was also noted that Gulf apparently feels it can drop an affiliate in a highly competitive marketing area but that most tv advertisers are hardly eager to take such drastic action. And, these executives added, the news show is difficult to sell, a factor that might prompt a network to go along with such a clause in the contract.

The new Gulf-NBC-TV agreement is the latest development in Young & Rubicam's running battle with the networks (particularly with ABC-TV) over moves to expand station-break time next fall (BROADCASTING, April 24). Some observers feel that in this new pact, Y&R, though apparently unable to defeat the station-break expansion proposal, has managed to dramatize an advertiser's insistence on a limitation in station break time to two commercials.

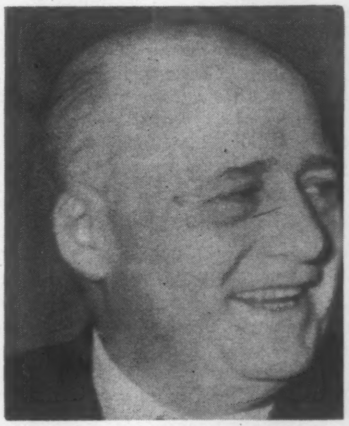
Pattern For Fall ▪ It appeared doubtful that other advertiser network contracts for 1961-62 could be negotiated with anti-triple-spotting clauses at this time, however, because the contract pattern for next season's shows is already set.

One agency reported that it is taking another tack in the station-break hassle. An executive at the agency, which asked that its identity be withheld, stated his company has asked a network (CBS-TV) for reimbursement for any time "lost" in program commitments next season. (The networks, if they expand station breaks, must shorten the adjacent network programs by several seconds). Several agencies had hinted they would ask for "rebates" if the expansion policy was placed into effect (BROADCASTING, April 24).

BBDO, which for some three years has written anti-triple-spotting measures into its standard spot contracts in tv, reported it is considering a similar measure in future network buying though not necessarily with the same phraseology as that contained in the Gulf agreement. Agency spokesmen, however, said they couldn't be more specific.

Other agencies canvassed by BROADCASTING: J. Walter Thompson Co. (Ruth Jones, associate media director) reported it understands the Gulf con-

Mr. Sam says 'We don't like it'



President Kennedy's Reorganization Plan No. 2, to revamp the FCC and concentrate more power in its chairman, went to the chopping block last week—sent there by the only man in Congress who can pronounce a *coup de grace* and almost always make it stick—House Speaker Sam Rayburn (D-Tex.).

The FCC reorganization plan was the only one of the President's four plans to shake up regulatory agencies (others cover the Federal Trade Commission, Securities & Exchange Commission and Civil Aeronautics Board) to be handed the short straw.

The speaker didn't elaborate on whether the House would accept a more moderate version of what has been called the "FCC-packing plan" —which in its proposed form would give the White House greater control over that agency. He said merely that the FCC plan is the only one of the four selected for extermination, because "we don't like it."

Thus, he'll bring his power in the House to bear to cause a veto of the plan sometime before it would otherwise go into effect a little more than a month from now—if the Senate doesn't beat him to it.

For complete story see page 55

SRA says 40-second criticism 'unwarranted'

ABC-TV's plan to expand station breaks from 30 to 40 (or 42) seconds finally got an official good word last week from somebody besides ABC. Station Representatives Assn. sent a letter to all commercial tv stations in the U.S. saying SRA member firms "applaud" the plan.

Lawrence Webb, SRA managing director, said in the letter that the longer breaks would help advertisers by opening up prime-time availabilities that don't even exist now, while contributing to the efficiency and flexibility of stations. Without specifically mentioning triple-spotting, which many opponents of the plan fear will be its result (see page 27), Mr. Webb stressed that "the plan specifically does not provide for more than two paid commercial announcements and therefore represents no numerical change in present station practices, nor violation of the NAB television code"

Mr. Webb continued:

"The increase to 42 seconds will greatly enhance the ability of stations . . . to increase the efficiency and flexibility of their operations, thereby providing better service to the viewing public and the advertiser.

"A great number of advertisers contend that their commercial messages cannot properly be presented in the limited time of an ID or a 20-second announcement. In peak audience periods there has been no way for spot advertisers to buy on an individual market basis this preferred length of commercial time. The addition of 10 seconds to the time between network programs answers such need and contributes even more to the flexibility of spot—one of the medium's strong inherent advantages."

The plan has been widely condemned by agencies, the Assn. of National Advertisers and officials of the two other networks (though they make clear that they will follow suit if ABC goes through with its plan, as it now seems virtually certain to do). Mr. Webb's letter said the criticism was "unwarranted."

tract is "experimental," that it is watching it closely and has the whole situation under "review."

Foote, Cone & Belding (Arthur S. Pardoll, associate media director) sees merit in the contract clause idea and notes the agency is opposed to stations triple-spotting between network programs. And "if the network will guarantee no triple-spotting, we're for it."

Compton (Frank Kemp, senior vice president and media director) considers the step a "good idea" but the agency hasn't proposed such a move to its clients though it will explore the matter for the future.

Benton & Bowles (Lee Currlin, vice president and media manager) similarly applauds the idea, recalls the agency once tried to work out anti-triple-spotting contract with the networks but no agreement could be reached, though the networks promised to crack down on violators.

A Dissent ▪ The vice president in charge of radio-tv for another large agency voiced dissent with his colleagues and insisted Y&R's plan was "impractical." He pointed out that enforcement of a network-agency agreement is at the local level and the network can "do little about it." A contract, he claimed, is not going to clear up triple-spotting. He added: "If an agency is anxious to get a show on the network and we all know how limited time slots are, an agency would be foolish to add to the problem by insisting on stipulations that can't be enforced anyway."

Another major agency asserted it has been in direct contact with the networks on just this problem for the past 18 months, has been using "every weapon and device at our command to overcome this excess of spots." Among actions: letters to network affiliate stations asking them not to "over-commercialize," and cooperation with BAR in "policing" stations. The agency attributed the Gulf contract to FCC Chairman Newton N. Minow's talk at the NAB convention rather than to a marketing factor. It was hinted that the agency may take further measures of its own to prevent stations from being "larcenous" with clients' broadcast time.

Pulse 'Profiles' pick up six

Six new subscribers have bought The Pulse Inc.'s "Tv Audience Profiles," report on U. S. market breakdowns.

The new subscribers are Colgate-Palmolive Co.; McCann-Erickson; Kenyon & Eckhardt; Sullivan, Stauffer, Colwell & Bayles, Tucker-Wayne Adv., and The Katz Agency. Total subscribers now number 13. The service was started Jan. 1.

"Tv Audience Profiles," published in January, May and July are book length containing more than 200 pages. They are based on personal interviews in 1,750 U. S. households and analyze all network television programs in terms of 36 separate product use and demographic categories. Price for the service varies according to the subscriber category—advertiser, agency, network, station rep or allied fields. Maximum price is $1,500 for advertising agencies. Another service offered by the report is a "personalized" breakdown requested by a particular subscriber.

Agency appointments...

▪ Scripto Inc., Atlanta, appoints the McCann-Marschalk Co., N. Y. and Atlanta, as agency for its line of writing instruments. Account, which bills approximately $1 million and is active in spot radio-tv, had been at Donahue & Co., N.Y. McCann-Marschalk, in recent weeks, acquired the Tidy House ($1.8 million) and Speidel ($1.2 million) accounts.

▪ General Insurance Co. of America, Seattle, appoints Lennen & Newell as its agency. Billing for 1961 is approximately $1.5 million, of which 50% is in television. The account had been at Cole & Weber Inc., Seattle.

▪ Pan Pacific Fisheries (Lucky Strike, Top Wave tuna and Glamour Puss cat food) appoints Roche, Eckhoff & Assoc. as its agency.

▪ Sealy Inc. (bedding) for its Berkeley, Calif., plant, to Garfield, Hoffman & Conner, San Francisco, for regional advertising to include radio-tv.

▪ California Food Products of Chicago (Slim-Ade fruit beverages) to M. M. Fisher Assoc., Chicago. Radio-tv will be used.

▪ Fabro Inc., Atlanta, to Tobias, O'-Neil & Gallay, Chicago, for Henny Pen Brand dog food and Switch Brand cat food. Three-fourths of budget will go to broadcast media in selected markets in the South for the next six months, eventually expanding to the national market. Radio-tv currently are being used in Baltimore and Washington.

▪ King Cola Corp., Newark, N. J., appoints Smith/Greenland Co., N.Y., as its advertising agency for King Cola Genuine Cola Syrup and King Cola Chocolate Flavored Genuine Cola Syrup.

▪ Daniel & Charles, N. Y., has resigned its Coty Inc. account because it feels that "further agency activity on [the account] is unwarranted."

▪ Hunt Pen Co. (manufacturers of Boston pencil sharpeners and Speedball pens), Camden, N.J., appoints Wermen & Schorr, Philadelphia.

▪ Capital Cities Broadcasting Corp., N.Y., appoints the Zakin Co., N.Y., as its advertising agency. Media plans include trade and consumer publications. Capital Cities owns and operates WROW and WTEN (TV) Albany,

wmca 570 kc

one of New York's
"Top Three"
scores the lowest
cost per thousand—
by far—of any station
in town.*

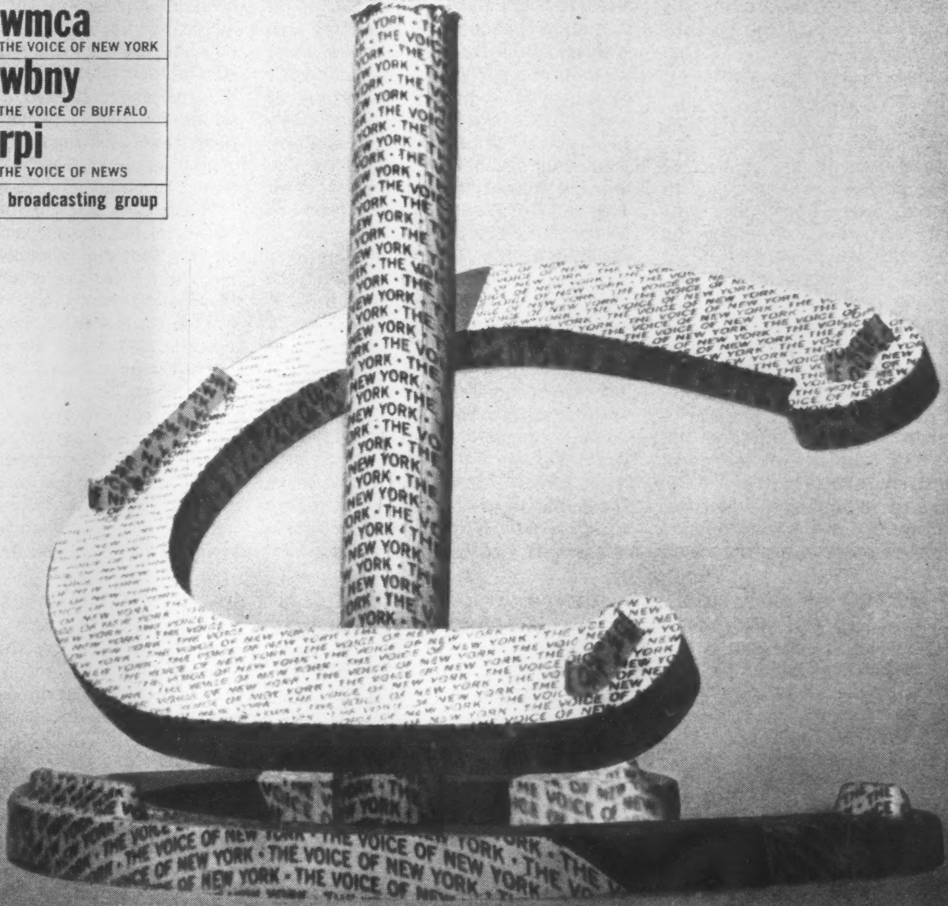
*6 AM-7 PM M-F: Pulse Feb 1961;
Nielsen Jan-Feb 1961;
Hooper Feb-Mar 1961; SRDS April 1961.

wmca
THE VOICE OF NEW YORK

wbny
THE VOICE OF BUFFALO

rpi
THE VOICE OF NEWS

the straus broadcasting group



PERSPECTIVE ON THE NEWS

Must advertisers sponsor quality shows?

STATION CAUTION MAY HAVE CAUSED PRESENT CRISIS

In his speech about the "vast wasteland" of television programming (BROADCASTING, May 15) FCC Chairman Newton N. Minow raised but did not answer a question that has puzzled the broadcast advertising business for years: to what extent, if any, do advertisers themselves have a responsibility for cultivating this allegedly arid area?

Chairman Minow pinned the tail on broadcasters and threatened condemnation proceedings against stations which do not spruce up. Although there is deep disagreement over the legality of his "right" to force them into the cultural hothouse business, there is not much serious dispute with the theory that if "improvement" is to come, it will come from broadcasters primarily.

There also is a strong consensus that, conversely, broadcasters could have avoided much of the trouble they're in, if they had taken a few simple precautions in the past. One of these would have been to clear for the networks' sustaining public affairs shows with something closer to the uniformity with which they clear for commercial "entertainment" shows.

Mr. Minow obviously subscribes to this theory. He suggested in his speech that stations which don't clear such programs may be asked to tell the FCC why they don't. He is being seriously challenged on FCC's constitutional right to ask that question, but otherwise the validity of his point seems generally accepted.

This line of reasoning is that sheer volume, if nothing else, would operate against the Minows and other critics if, for instance, such programs as CBS-TV's *Washington Conversation* were seen in 200 cities instead of 64; if the cities where NBC-TV's *Nation's Future* may be seen numbered almost 200 instead of fewer than 100, and if ABC-TV's *Issues and Answers* went into 200 cities instead of 35.

These examples are extreme—but not very. Without exception—and without regard to the reasons—the records show that unsponsored public affairs programs fed by the networks get only a fraction of the clearances normally enjoyed by sponsored programs, "entertainment" or whatever.

On CBS-TV, for instance, the top-rated *Gunsmoke* is cleared by 200 stations. The only public-affairs programs with clearances anywhere close to that number are three sponsored shows, all of which fall short by at least 20%. Prudential's *Twentieth Century* is carried on 161 stations, American Machine & Foundry's *Tomorrow* specials have averaged about 160, and Firestone's *Eyewitness to History* is on 130.

On NBC-TV the prime-time *Nation's Future* averages 98 stations, the co-op *Meet the Press* is carried on 118, the variously sponsored *Project 20* specials have got as high as 167, and two of the *White Paper* series, under Timex sponsorship, have drawn 142 and 12 respectively—all as against 193 on the lineup for top-draw *Wagon Train.*

On ABC-TV the *Close-Up* series sponsored by Bell & Howell has been seen on 147 stations and Metracal's Winston Churchill series averages 116, Ralston-Purina's *Expedition* is on 74 the advertiser ordered a short lineup in this case).

The fact that many sustaining informational or cultural programs are networked on Sunday afternoons is a long-standing point of criticism against the networks—and to a lesser extent against advertisers for not sponsoring them in those or better time periods. Mr. Minow did not specifically tell advertisers to get jumping, but he did offer a roundabout suggestion that they ought to do better than they do. "Tell your sponsors," he advised broadcasters, "to be less concerned with costs per thousand and more concerned with understanding per million."

This advice directly raises an old question for which no universally satisfactory answer has yet been produced. From a strictly business standpoint a strong argument can be—and inevitably is—made on the ground that advertisers are in business to sell products and hence are obligated to their stockholders to reach as many potential customers as they can and to do so as inexpensively as possible. In most cases this concept requires programs having so-called "mass-mass" audience appeal.

There does not seem to be any solid body of belief, even among broadcasters, that this businesslike approach is wrong, but agreement comes in several different shades.

One of the most frequent reservations is that while advertisers cannot be expected to forsake mass audiences to cater to a select few, neither can they afford—for the sake of their own advertising—to let television become a junkyard. To preserve television as an effective place for their sales messages to appear, they must insist on "quality" in whatever they spon-

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N.Y.; WPRO-AM-TV Providence, R.I.; WCDC (TV) Adams, Mass.; WTVD (TV) Raleigh-Durham, N. C., and last week bought WPAT Paterson, N.J., subject to FCC approval (see story, p. 52).

Business briefly...

Dow Chemical Co., Saran Wrap, Midland, Mich., ordered one-minute, weekly participation in ABC-TV's *Ben Casey, M.D.,* starting Oct. 2 (Mon. 10-11 p.m. NYT). Agency: Macmanus, John & Adams, Bloomfield Hills, Mich.

P. Lorillard & Co. and **S. C. Johnson & Son** ordered sponsorship of *Frontier Justice,* a western drama series consisting of selected rebroadcasts, on CBS-TV starting Aug. 3 (Thur. 8:30-9 p.m. EDT). Ralph Bellamy will host the program, which will continue through Sept. 28. Agencies: Lennen & Newell (P. Lorillard) and Needham, Louis & Brorby (S. C. Johnson).

Dynamic Record Co., today (May 22) starts sponsoring *The Larry Moore Show—Dynamically Speaking* live on KTLA (TV) Los Angeles, Monday-Friday, 10-10:30 a.m. A week later, tapes of the program will start on WNTA (TV) New York and in 25 other major markets. Series will deal with mental, physical and spiritual self-improvement and will advertise instructional albums on such subjects as weight control, smoking control, relaxed sleep, memory improvement, self-confidence and children's behavior training. Gower Adv. Agency, Hollywood, is in charge of the syndication, with Larry Larson, head of the agency, producing. Beidner, Temkin & Ziskin, certified public accounting firm identified with motion picture and tv projects, is back of Dynamic Record Co.

Brown & Williamson Tobacco Co., Lever Bros., and **Kimberly-Clark Corp.** ordered sponsorship of CBS-TV's *The Defenders,* new series of legal dramas, starting Sept. 16 (Sat. 8:30-9:30 p.m. EDT). Agencies: Ted Bates (B&W), Ogilvy, Benson & Mather (Lever Bros.) and Foote, Cone & Belding (Kimberly-Clark).

Rep appointments...

- WGAN-TV Portland, Me.: Blair

sor—but this does not necessarily mean they must sponsor so-called "quality" programs. Although some of the latter wouldn't hurt the objective of making television a better place to advertise, according to this line of reasoning, the main point is not that advertisers should build the medium up, but that they should not let it down.

There is another variation on this theme which holds that both the problem and its cure lie in the hands of "the public."

At a more remote extreme is the concept that the problem belongs to broadcasters but that advertisers are in it, too—and ought, for their own sakes and the sake of television and the nation, to contribute positively to its solution. Edward R. Murrow, then a CBS newsman, now head of the U.S. Information Agency, gave probably the most eloquent exposition of this theory in a speech in Chicago in October 1958.

His suggestion was that, in addition to information programs provided by the networks, "each of the 20 or 30 big corporations which dominate radio and television" should give up one or two of their regularly scheduled programs each year and let the networks program the time with informational shows in the interests of a more enlightened citizenry (BROADCASTING, Oct. 20, 1958).

The agency-advertiser enthusiasm with which Mr. Minow's tough talk was generally greeted sent observers scurrying to the records for a quick look at what these people are buying as compared to what they are applauding.

The published records of LNA-BAR and TvB show that in 1960 the 20 heaviest buyers of network television time represented 50% of all network gross time expenditures on the networks. The records also show that as a group these 20 advertisers put, roughly, from 9 to 12% of their network money into programs of the sort that Mr. Minow seems to want more of.

The 12% figure, which represents approximately $41 million in gross expenditures for network time, covers a broad interpretation of "selective" or "quality" programming including sports, awards presentations, Miss America and similar contests, musical programs and drama along with news, the political conventions and elections, and various documentaries and similar information programs. The 9% figure, representing about $31 million in gross time expenditures, was based on a much narrower interpretation which eliminated sports, beauty contests and the like, and concentrated primarily on news, conventions and elections, informational programming, and "serious" drama and music.

For purposes of the comparison, the choice of programs to be counted or not counted had to be arbitrary. In general it might be said that those chosen were programs which as a rule appeal more to selective audiences than to mass audiences.

On the narrower definition of programs—those less likely to enjoy mass appeal—the heaviest spenders varied widely in cutting up their 1960 budgets between "entertainment" programs and those with more limited appeal. Allocations for so-called "quality" programs ranged from zero on the part of some advertisers to 23, 28 and 30% of the network budgets of others —and 100% in the case of one advertiser.

Procter & Gamble, No. 1 spender (with probably the No. 1 reputation for "cost per thousand" buying), put approximately 1% of its 1960 gross network expenditures for time into time devoted to programs that generally would be classified as informational, cultural, etc. American Home Products, No. 2 network spender,allocated closer to 22% to such programs. Lever Bros., No. 3 in network investments, had close to 5%.

The others in the top 20 network spenders apportioned their budgets for information and similar programs approximately as follows: General Motors 1%, Colgate 0.2%, General Foods 2%, Reynolds Tobacco 9%, Sterling Drug 0.2%, General Mills 10%, Brown & Williamson 9.5%, Texas Co. 100%, Philip Morris 30%, Ford Motor 2% and Bristol-Myers 13%.

Below the top 20 spenders there were a number which went all the way in backing critically acclaimed categories. Bell Telephone, Bell & Howell, Breck Shampoo, DuPont, Equitable Life, Firestone, B. F. Goodrich, Hallmark, Longines, Prudential, Purex, U.S. Steel and Westinghouse were among the major spenders which, like Texas Co. in the top 20, put all or practically all of their network money into such so-called "quality" programs as news, docmentaries, music, drama and depth studies of "significant" subjects.

Network authorities are pleased to report that the number is gradually growing. Gulf, to name just one, is going heavily into news specials this year. Overall, the history of sponsorship in this area suggests that while the question of whether advertisers have a responsibility to underwrite such programs may never be answered with finality, in time they will find that, obligated or not, it is profitable for them to do so.

Television Assoc. effective June 1.

- WEBC Duluth, Minn.: The Katz Agency, New York.
- WHOU Houlton, Me.: New England Spot Sales, Boston, as its regional representative.
- WAAF Chicago appoints The Bolling Co. as national sales representative.

Ad agency receipts $4.3 billion in '58

Receipts of advertising agencies in the United States totaled $4,347,000,000 in 1958, according to an analysis by the U.S. Dept. of Commerce based on the 1958 census of business.

The New York consolidated area, including northeastern New Jersey, ranked first in total receipts and employment, with 939 establishments reporting $1.9 billion receipts and a payroll of $207 million for 24,040 employes.

Chicago, including northeastern Indiana, ranked second with receipts of $639 million, a payroll of $67.5 million and 8,350 employes.

Nationally, 4,240 agencies reported payrolls of $462 million paid to 61,327 employes.

Total agency receipts and payrolls in other major cities were as follows:

Detroit, $335 million receipts, $21.8 million payroll; Los Angeles-Long Beach, $220 million and $20.1 million; Philadelphia, $100.8 million and $15.6 million; San Francisco-Oakland, $99 million and $9.9 million; Minneapolis-St. Paul, $75.5 million and $7.5 million; Cleveland, $72.9 million and $9.4 million; St. Louis, $66 million and $6.8 million.

Boston, $64.8 million and $7.2 million; Pittsburgh, $64 million and $6.6 million; Cincinnati, $43.4 million and $3.1 million; Milwaukee, $41.8 million and $6.5 million; Newark, $29.8 million and $3.6 million; Dallas, $27.8 million and $3.9 million; Houston, $25.9 million and $2.9 million; Kansas City, $23.4 million and $2.6 million.

Baltimore, $21.7 million and $2.1 million; Seattle, $21.2 million and $3.1 million; Buffalo, $20.3 million and $2.7 million; Atlanta, $20.2 million and $2.9 million Portland, Ore., $19.1 million and $1.96 million; Washington, $16.7 million and $2.1 million; Miami, $16.5 million and $1.8 million; Denver, $13.5 million and $1.47 million.

Anyone for Tennis?

Tennis, lovely sport though it is, doesn't have a blessed thing to do with the subject matter of these paragraphs.

But we're trying to be as gracious as possible about our block-busting victory in this year's national Emmy Awards, and all the *relevant* headlines that come to mind sound terribly egotistical.

Now that we're talking to you in more subdued type, however, we can forget about tennis and admit that our cup runneth over. Next spring, we must remember to order a larger cup.

If NBC's double-barreled programming concept of quality and balance needed any vote of approval, the voting members of the National Academy of Television Arts and Sciences supplied it Tuesday night.

When a network wins every major Emmy in the fields of Drama, Variety and News as well as the all-embracing "Program of the Year" prize, it has a right to pop a few buttons or even a jeroboam of champagne.

In garnering no fewer than five important awards all by itself, Hallmark's two-hour production of "Macbeth" more than justified last summer's decision to film the work abroad—in surroundings that would reflect the era in which a man's castle was his home.

WHEN THE FILMING started, not even the prescient three witches could have foreseen Emmys for Maurice Evans, Judith Anderson and Director George Schaefer or, for that matter, the two separate awards ("Best Drama" and "Outstanding Program of the Year") for the production itself.

But that's the way it came out, and it couldn't have happened to a more deserving sponsor. As Academy chief Harry Ackerman pointed out in announcing a Trustees' Award for Joyce C. Hall, the Hallmark president has been an uncompromising backer of quality TV entertainment for the past decade.

Knowing Mr. Hall for the modest man he is, we suspect he was a bit embarrassed by the in-person accolade. We're sure he would rather have had every televiewer simply send him a card.

It goes without saying that no man is more self-effacing than Fred Astaire, who's gone up for so many statuettes that he's begun to develop a Walt Disney sprint. NBC's "Astaire Time" took the two top awards in the "Variety" class—one for the show, the other for the performer.

As for the Emmy to "The Texaco Huntley-Brinkley Report," that was a bit of news that should have surprised no one. For some time now, Chet and David have been making an enormous contribution to NBC's clear-cut leadership in the current-events field.

So solid is the impact of this leadership that NBC draws the largest audiences even when (as in the case of the live coverage of Alan Shepard's flight into space) the very same news program is being seen on several channels.

Other Emmys won under the NBC banner included acting awards to Barbara Stanwyck and Roddy McDowall and a prize for electronic camera work to the Bell Telephone Hour's "Sounds of America."

IT SEEMS to us that just about all the Emmys this year—even those we didn't win—reflect a great deal of credit on TV in general, and the Academy is to be congratulated for its over-all excellence of judgment.

WE'RE HAPPY the Emmy people saw fit to issue a Trustees' Citation to all those who contributed to "The Great Debate," especially since so much of the spadework was done by NBC Chairman Robert Sarnoff. It was his invitation to John F. Kennedy and Richard M. Nixon that won their participation in the historic series.

And if we had to be beaten out for the Public Affairs award, it was no disgrace to have lost to CBS' "The Twentieth Century." That fine series was created by Irving Gitlin, who transferred to NBC last fall, and has since been a very busy creator right here ("White Paper," "The Nation's Future," "Purex Specials," et al.).

We congratulate CBS on its Emmys, particularly those for Humor (Jack Benny); Music (Leonard Bernstein); and Comedy Writing ("The Red Skelton Show"). Similarly, we're sure ABC is proud of its two prize-winners ("Naked City" for film editing, and "The Valiant Years" for documentary writing).

Looking back on the list of honors, it strikes us that we came close to winning just about *all* the major prizes. Take Humor and Music, for example. If "Macbeth" had only had a few laughs here and there, and if Astaire had danced to a Shostakovich symphony... Hindsight, it's wonderful.

An agencyman gets specific on network ills

BATES' PINKHAM ASKS BIGGER, BETTER PROGRAM STAFFS

The storm stirred up by FCC Chairman Newton N. Minow's NAB convention speech (BROADCASTING, May 15) has stimulated specific recommendations for improving programming from Ted Bates' top tv executive.

The advertising agency executive is Richard A. R. Pinkham, a director and senior vice president in charge of broadcast operations at Bates. His suggestions are contained in a letter sent late last week to three tv network heads (NBC's Robert E. Kintner, CBS-TV's James T. Aubrey Jr. and ABC-TV's Oliver Treyz). Mr. Pinkham himself is a former network programming vice president (at NBC-TV before he joined Bates in 1958).

The answer to better programming on tv, Mr. Pinkham's letter contends, T.L.C. —"tender loving care" in writing, directing, casting and production. Mr. Pinkham says he believes network program departments are understaffed; that the people charged with responsibility for program quality on "30 or so shows a week, vary in size from a bare few to a mere handful—and every year they cut back further."

He suggests that "the networks hire a slew of top creative people," including experienced writers and editors "who can command the respect of producers, many of whom have built up resistance to network supervising because it has been haphazard and frequently amateur." Consequently, Mr. Pinkham says, many producers "have become slipshod" with the result "that violence has become a substitute for imaginative plot resolution. (When in doubt, slug.)"

The letter says network programming people should have no more than three shows to supervise and should work closely with the agency's creative people.

Start Early ▪ Mr. Pinkham thinks the networks should order their programs earlier each year and commit them into immediate production. He feels this "would banish the awful specter of approaching deadlines . . . permit more time to be spent in polishing and perfecting a shooting script . . . eliminate the unbelievable but not infrequent fact that scripts are sometimes received by the networks and the agencies *after* the show has started shooting."

There are, he says, many good shows on the air that can still stand improving and even more mediocre shows that he's sure can be improved. He believes violence, as a byproduct, will always be present, but will "tend to be minimized as imagination is given more time to resolve plot problems."

He asks the tv network heads not to "kid" anybody. "Television," he writes, "can't be legislated, threatened or cajoled into improved quality. We can attain it and thus maintain the vigor of the medium only by having the time and creative personnel to do the job right—slowly and under tight supervision."

Mr. Pinkham said his letter, in part, represents his thinking on improving the quality of tv within its present framework. He said he is impressed by the Minow speech—not in detail, but in essence—and hopes "it will shock us awake."

"It took a shock to wake the movies up," he said, and it took tv to "show them the commercial potential of excellence," which they now sometimes attain.

But Mr. Pinkham stressed that he does not mean Mr. Minow can "inspire" broadcasters to find new program forms. "There aren't any," Mr. Pinkham declared, but he does think tv can do what it is doing better. He cites two Hollywood examples of doing things better within an exisiting framework: "High Noon," a western, and "The Maltese Falcon," a private-eye story.

Eldon and mother will be back in the fall

Humor, fantasy and believability are the keys to the advertising approach of Eldon Industries Inc., Hawthorne, Calif., which has completed plans for a 24-market tv spot campaign next fall to introduce nationally a line of four new toys. Based on the success of its first tv spots this winter on the West Coast (BROADCASTING, Jan. 23), the toy manufacturer, via Guild, Bascom & Bonfigli, San Francisco, has prepared a new series of film commercials for a $1 million campaign that includes heavy schedules of one-minute and 20-second spots in major markets.

As in the pre-testing, the fun and construction details of the Eldon toys are displayed in the hands of the company's namesake, Eldon, the boy genius, whose hag of a mother takes justified pride in her son's inventions. Eldon's entries for the October-December campaign: Yakkity Yob, the red-headed robot ($7.95); a line of auto road racers ($9.95 to $29.95); The Eldon World Maker Kit ($12), and a self-propelled wind-up Jumping Jack ($3.98). The commercials were filmed at MPO Productions Inc., New York.

Electronics determines market limits—Goldberg

"Manufacturers know that today's customers live in media markets whose boundaries are electronic," Melvin A. Goldberg, Westinghouse Broadcasting Co.'s director of research, told the Babson Institute annual conference on advertising in Boston last week.

The "Megatown" pattern of marketing has broken old geographical lines, he explained, and made personal selling obsolete all along the distribution line. Pre-selling by advertising has supplanted the salesman in shopping centers, Mr. Goldberg said. Much of this "automated selling," guiding selections from large stocks, is done by tv, which is indeed the basic medium in today's market because of its total coverage of Megatown, according to the WBC research chief. (WBC stations are WBZ-WBZA-WBZ-TV Boston - Springfield; KDKA-AM-TV Pittsburgh; KYW-AM-TV Cleveland; WIND Chicago; WOWO Fort Wayne, Ind.; KPIX (TV) San Francisco; KEX Portland, Ore., and WJZ-TV Baltimore.)

Allen to return to tv

Steve Allen will return to television next fall as star of his own comedy-variety program on ABC-TV (Wed., 7:30-8:30 p.m.) under the sponsorship of the Pepsi-Cola Co., New York, through BBDO New York, and The United States Time Corp., New York, through Warwick & Legler, New York. The starting date of the *Steve Allen Show* is Oct. 4.

Mr. Allen has been off the air since last summer when his program concluded its cycle over NBC-TV.

A "well-bred" SUCCESS story for WDAY-TV, Fargo!

Every afternoon from 4:00 to 5:00, the old Hayseed puts on a local live talent show called "Party Line" — breezy informal chatter that really wows the wimmin.

During *one* minute of *one* day, earlier this year, the chat was about the next day's opening of a new Cox's Bakery store — their eighth. Results? To quote Dale Cox himself, "We sold 500 loaves of bread before we got the door open for business; 7,300 loaves on opening day; 9,400 loaves the second day. This is a *first* and the people are still coming in."

"Party Line" is doing a *spectacular* job for a number of big-time food and household products. Ask PGW for all the facts!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

ANOTHER MEETING FOR WASHINGTON

This time it's the Advertising Federation of America

The fourth major media conference held in Washington in four months is scheduled when the Advertising Federation of America holds its annual convention May 28-31 at the Sheraton-Park Hotel. AFA met in Washington earlier in the year, Jan. 31-Feb. 1, when its members from all advertising fields joined with government officials and legislators in a discussion of common problems.

NAB held its annual convention in Washington a fortnight ago (BROADCASTING, May 15) contacting legislators and top regulatory officials. The American Society of Newspapers also met in the nation's capital in April as did the Assn. of National Advertisers.

Principal government speaker at the AFA convention will be Paul Rand Dixon, chairman of the Federal Trade Commission. He will speak at the May 30 luncheon. That afternoon Earl W. Kintner, former FTC chairman, will take part in a government regulation panel. With him will be Ed Zern, Geyer, Morey, Madden & Ballard; Burton E. Hotvedt, Brady Co., and Leslie Bruce, Purex Corp.

The advertising woman of the year will be announced at a May 28 brunch conducted by the AFA Council on Women's Advertising Clubs. The first general session will be held May 29 with Gen. Alfred M. Gruenther, president of the American National Red Cross, as keynote speaker. Other speakers at the opening session will be Dr. John Treasure, J. Walter Thompson Co., London, and Paul Thompson, *Readers' Digest*.

Economic and social aspects of advertising will be the afternoon topic May 29. Speakers are Dr. Dexter M. Keezer, McGraw-Hill Publishing Co.; Dr. Neil H. Borden, Harvard Business School, and Dr. Colston E. Warne, Amherst College professor and president of Consumers Union of the U. S.

The U. S. Treasury will salute advertising's 20th anniversary of cooperation in the sale of savings bonds at a May 29 dinner dance. A morning panel May 24 will deal with training of advertising personnel of the future. Speakers include Emerson Foote, McCann-Erickson; Otto Kleppner, The Kleppner Co., Prof. Harry W. Hepner, Syracuse U., and Prof. Charles Allen, Oklahoma State U.

AFA will honor three advertising leaders with citations for distinguished service to advertising. They are Walter D. Fuller, Curtis Publishing Co.; Stanley Resor, J. Walter Thompson Co. and Capt. Edward V. Rickenbacker, Eastern Air Lines. Awards will be presented at the May 30 luncheon. Two agency pioneers, Barney Link and Harley Procter, have been elected to the Advertising Hall of Fame.

The two host clubs are Advertising Club and Women's Advertising Club of Washington. Co-chairmen are William F. Sigmund, Henry J. Kaufman & Assoc., and Kay Hanson, United Service Assoc.

A feature of the May 30 program will be a showing of the winning 1961 tv commercial films picked by critics as entertaining as well as instructive. Gene Barry, star of the *Bat Masterson* tv show, will be among entertainers at the May 30 dinner.

John P. Cunningham, of Cunningham & Walsh, will speak May 31.

Tv network billings in February

Estimated expenditures by product classification

	February 1961	Jan.-Feb. 1961	Jan.-Feb. 1960
Agriculture & farming	$ 132,488	$ 231,353	$ 345,730
Apparel, footwear & accessories	919,762	1,518,757	646,975
Automotive, automotive accessories & equipment	3,700,688	8,620,065	8,918,673
Beer, wine	491,292	972,521	1,464,064
Building materials, equipment & fixtures	143,704	241,245	256,891
Confectionery & soft drinks	1,868,921	3,788,798	3,191,406
Consumer services	397,648	1,022,656	894,856
Drugs & remedies	8,216,806	17,566,927	15,848,210
Entertainment & amusement	79,086	236,458	....
Food & food products	11,078,686	22,251,577	19,989,182
Freight, industrial & agricultural development	96,050	153,80	114,000
Gasoline, lubricants & other fuels	1,256,956	2,628,915	2,756,500
Horticulture			75,350
Household equipment & supplies	2,126,670	4,462,906	3,883,328
Household furnishings	268,479	572,812	761,570
Industrial materials	1,702,288	3,768,521	4,017,043
Insurance	850,687	2,054,534	1,846,925
Jewelry, optical goods & cameras	938,758	1,780,418	1,543,949
Office equipment, stationery & writing supplies	362,841	447,929	535,708
Political	....	....	....
Publishing & media	137,408	277,427	7,314
Radio, tv sets, phonographs musical instruments, accessories	209,140	406,364	707,659
Retail or direct by mail	26,493	26,493	....
Smoking materials	6,048,972	12,862,510	13,428,422
Soaps, cleaners & polishes	6,791,263	13,297,194	11,517,474
Sporting goods & toys	306,583	641,724	352,176
Toiletries & toilet goods	8,650,355	17,990,535	18,276,217
Travel hotels & resorts	....	....	309,272
Miscellaneous	667,767	1,471,585	1,607,364
Total	$57,469,791	$119,294,074	$113,296,258

Source: TvB/LNA-BAR

Top 15 network company advertisers

February 1961

1.	Procter & Gamble	$3,604,994
2.	American Home Prods.	2,793,153
3.	Lever Brothers	2,240,834
4.	General Motors	1,980,889
5.	General Mills	1,877,269
6.	General Foods	1,665,010
7.	Colgate-Palmolive	1,638,867
8.	R. J. Reynolds Tobacco	1,372,270
9.	S. C. Johnson & Son	1,166,420
10.	Brown & Williamson Tobacco	1,109,348
11.	Sterling Drug	1,087,882
12.	Bristol-Myers	1,047,001
13.	Gillette	1,025,981
14.	Texaco	991,496
15.	Liggett & Myers Tobacco	889,754

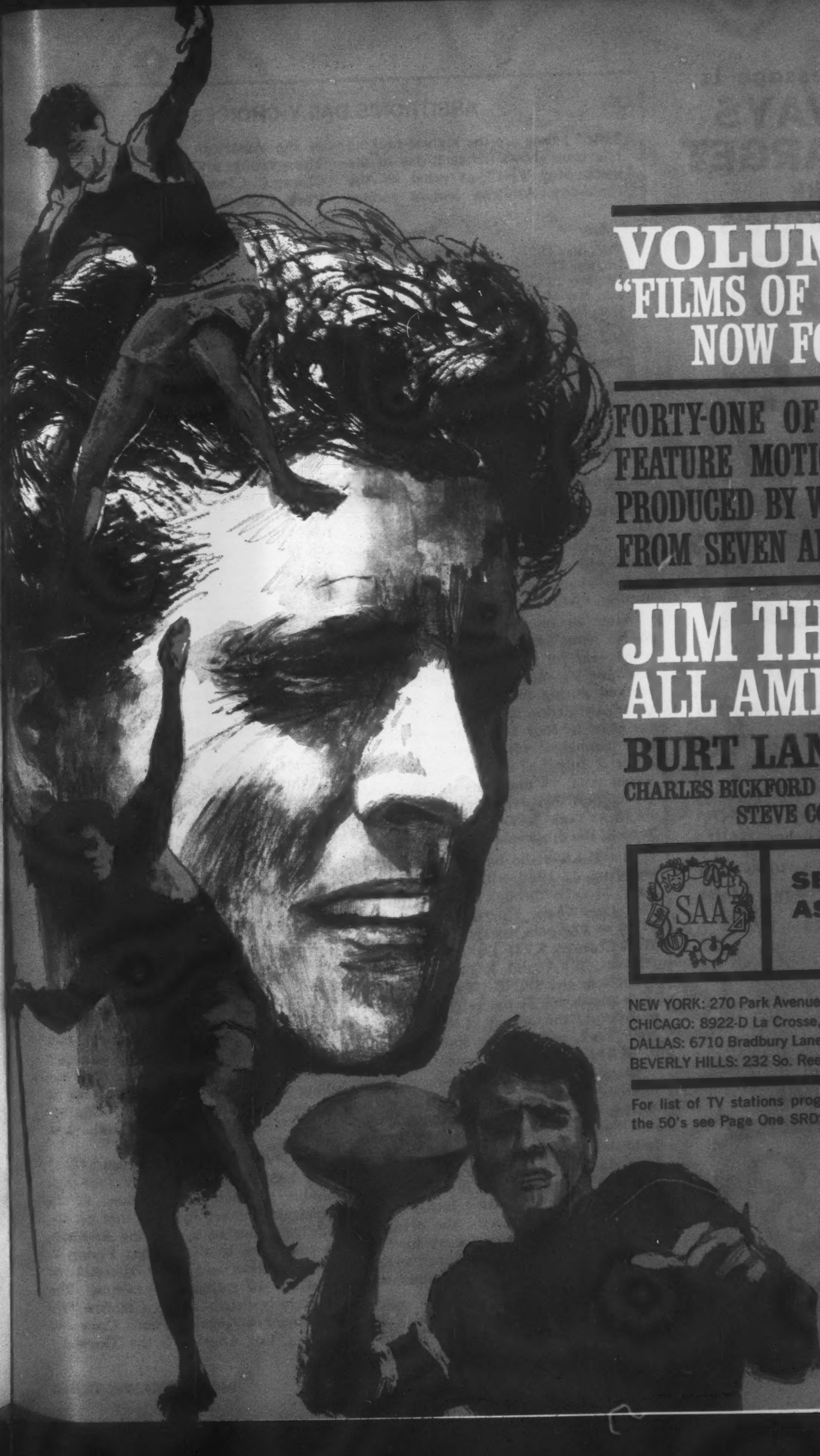
Source: TvB/LNA-BAR

Top 15 network brand advertisers

February 1961

1.	Anacin tablets	$822,529
2.	Winston cigarettes	654,262
3.	Dristan tablets	519,891
4.	Kent cigarettes	505,912
5.	Texaco, Inc., gen. promotion	475,918
6.	L & M filter tip cigarettes	474,556
7.	Bayer Aspirin tablets	420,158
8.	Salem cigarettes	411,384
9.	Ford passenger cars	392,465
10.	Nabisco cookies	387,687
11.	Colgate Dental Cream	384,328
12.	Tide	384,272
13.	Corvair passenger cars	376,531
14.	Schlitz beer	359,124
15.	Alka-Seltzer	342,934

Source: TvB/LNA-BAR



VOLUME II
"FILMS OF THE 50's" NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES PRODUCED BY WARNER BROS. FROM SEVEN ARTS !!!!!!!!!

JIM THORPE ALL AMERICAN

BURT LANCASTER

CHARLES BICKFORD PHYLLIS THAXTER
STEVE COCHRAN

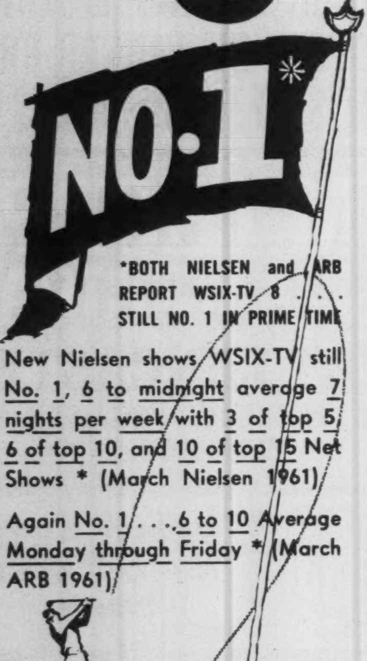
SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue — YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. — ORchard 4-5105
DALLAS: 6710 Bradbury Lane — ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive — GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

Your Message Is
ALWAYS ON TARGET
with
NASHVILLE'S
WSIX
TV 8



*BOTH NIELSEN and ARB REPORT WSIX-TV 8 . . . STILL NO. 1 IN PRIME TIME

New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)

Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)

WSIX
TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week May 11-17 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., May 11	The Untouchables (9:30 p.m.)	ABC-TV	28.1
Fri., May 12	Twilight Zone (10 p.m.)	CBS-TV	21.3
Sat., May 13	Gunsmoke (10 p.m.)	CBS-TV	31.6
Sun., May 14	Candid Camera (10 p.m.)	CBS-TV	26.5
Mon., May 15	Andy Griffith (9:30 p.m.)	CBS-TV	22.2
Tue., May 16	Emmy Awards (10 p.m.)	NBC-TV	33.9
Wed., May 17	Naked City (10 p.m.)	ABC-TV	21.2

Copyright 1961 American Research Bureau

THOSE SWINGING SUITS

Radio, music, hip talk sell clothes to male teen-agers

Male teenagers, popular music, jive talk, the "natural look" and radio personalities in five major markets are the combined elements in a 26-week spring and fall campaign for a new radio advertiser, Henry I. Siegel Inc., New York.

After its one-market radio test on WINS New York last fall, H.I.S. brand sportswear for men quizzed retailers to see how its specially tailored formula worked during the 13-week trial. Retailer satisfaction led to an extension of the plan to four more mrakets in the new campaign, which started April 3. After a July hiatus, the campaign resumes Aug. 14 and runs through mid-November. A survey similar to the one in New York is being considered for June in the other markets.

The H.I.S. radio baptism got underway Aug. 22 1960, with three live spots daily, Monday through Saturday, on the *Jack Lacy Show*. Currently, a schedule of 15 to 18 spots weekly is running on WLS Chicago, KLIF Dallas, KRLA Los Angeles, KYA and KQBY, both San Francisco, and WINS. If the campaign is as successful as the original test, it's understood the agency, Leber & Katz, New York, will favor a spot campaign in 36 key markets next year.

'Swing' for 'Hip' ▪ The Leber & Katz formula for WINS is followed in each market. Transcribed one-minute spots that "swing" for "hip" teenagers are followed by a straight advertising pitch by a d.j. The transcribed spots feature youthful voices speaking in teenage jargon, for example: (music intro) "Any guy after the real goods, the original, authentic *natural* look, doesn't have to look any farther than the nearest swingin' men's store for a cool summer suit by famous H.I.S. . . ."

All the H.I.S. commercials are spotted in late afternoon (4-7 p.m.) record programs. The one variation is at KQBY, where the appeal is aimed at "classical cats." In-store posters feature pictures of the local d.j. dressed in H.I.S. clothes. Though not wholly converted from print media, H.I.S. is cutting a radio pattern to match its "slim, trim and tapered" apparel. Retailers in the five markets have started to tie in their print ads with the local d.j. program.

Listeners will tell their H.I.S. retailer that they heard the store's name on radio, as the advertiser learned in the questionnaire last fall. Of 47 stores surveyed, 34 reported that customers said they heard the store's name on WINS. And 36 stores reportedly sold more H.I.S. merchandise last fall than the previous fall season. Most dealers enthusiastically endorsed the radio spots. A typical comment: "We had so many phone calls and other direct inquiries concerning your radio-advertised merchandise that the name 'H.I.S.' and 'Harrison Sport Shop' in this area became almost synonymous. We certainly hope you'll continue this radio campaign."

Tidewater 'Mileage' repeat

Tidewater Oil Co. for the second year has acquired exclusive broadcast rights to the radio feature *Melody Mileage* in 28 eastern markets, Jack Leener, Tidewater advertising manager, announced last week. The markets run along the East Coast from Maine to Virginia, including Vermont, Connecticut, New York, Pennsylvania and Maryland.

Melody Mileage comprises 10-15 daily broadcasts of a lucky four-digit number by each radio station. If the broadcast number matches that on the mileage meter of a listening motorist, he can drive to the nearest Flying A service station and claim a certificate good for 10 gallons of gasoline. The program is distributed by Creative Productions, Los Angeles. Foote, Cone and Belding, Los Angeles, is the Tidewater agency.

STATE OF MAINE TELEVISION

WCSH-TV/PORTLAND NBC CHANNEL 6
WLBZ-TV/BANGOR NBC CHANNEL 2

NOW REPRESENTED BY

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ATLANTA
ST. LOUIS • MINNEAPOLIS • DALLAS • SAN FRANCISCO • BOSTON

Turning hot weather into cold cash

THAT'S WHAT SOFT DRINK MAKERS HOPE TO DO WITH RADIO-TV AD AID

A long, hot summer is what soft drink makers hope for, and if the weather cooperates, radio and tv will help turn these "dreams" into cold cash. That sums up the thinking of the summer beverage advertiser. Most soft drink advertisers, including such thirst-quenching products as Kool-Aid and popsicles, are ready to launch their summer broadcast advertising programs, most likely in the next few weeks. Their greatest fear: a repeat of last summer's below-normal temperatures and a subsequent sales drop.

A BROADCASTING survey of the cold beverage advertisers' agencies showed: (1) radio-tv spot billings will exceed last summer's expenditures; (2) continued interest in radio's out-of-home audience advantage, and (3) more spot activity and less network sponsorship of program series and specials.

Pepsi-Cola and Seven-Up apparently will lead all beverage advertisers in the use of radio this summer. Dr. Pepper, Coca-Cola Bottlers, Tea Council of the U.S.A., and Kirsch Beverages also will rely heavily on network or spot radio. Dr. Pepper and Kool-Aid will lead in use of network tv. Agencies indicated that most of the thousands of bottlers across the country will be making local radio or tv buys.

Summaries of the various campaigns follow below:

Pepsi-Cola Co., New York, ordered spot schedules on ABC Radio's *Flair,* NBC Radio's *Monitor* and prime-time participations on CBS Radio and Mutual. The summer flight of Pepsi's network radio campaign, which will start May 27, will be supplemented by the local buys of more than 500 bottlers. It's estimated that Pepsi-Cola commercials will be heard on 1,100 stations, making the combined national-local effort the soft drink's biggest radio campaign. Agency: BBDO, New York.

Spot for Tea ▪ Tea Council of the U.S.A. Inc., New York, will kick off a $500,000 spot radio drive for iced tea on June 1, in 29 major markets. The 12-week campaign, using spots ranging from 20 seconds to one-minute, starts June 1 in the South and June 15 in the North. New jingles will be directed to persons seeking straight refreshment, and to weight-watchers interested in a low-calorie drink. Some 64 million people, it's estimated, will be reached in the following markets: Atlanta, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, Greensboro, Houston, Indianapolis, Los Angeles, Louisville, Memphis, Miami, New Orleans, New York, Norfolk, Philadelphia, Pittsburgh, Providence, Richmond, San Antonio, San Diego, St. Louis and Washington. Agency: Leo Burnett Co., Chicago.

General Foods Corp., "Kool-Aid" powdered soft drink flavors, Chicago, has started one-minute weekly participations in each of the following ABC-TV programs: *Lone Ranger, Rin Tin Tin, Rocky & His Friends* and *Bugs Bunny*. Also ordered are one-minute weekly participations in NBC-TV's *Shirley Temple* and in ABC Radio's *Breakfast Club*. Agency: Foote, Cone

Bubblemeister und his yingle are ready

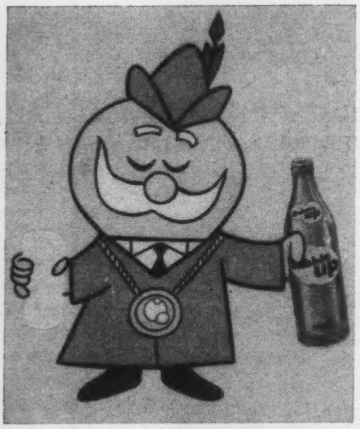
To personalize the "low calorie, high sparkle" campaign theme of Bubble Up, a new commercial character, The Bubblemeister, the man who puts the bubbles in Bubble Up, will make his debut on Los Angeles radio early next month.

A saturation radio campaign of some 300 spots a week on nine stations will open with a one-minute interview of The Bubblemeister, in which he will reveal in a broad German accent that he comes from a long line of Bubblemeisters. After about three weeks, the introductory spot will be succeeded by one in which the Bubblemeister recounts how his grandfather spent long years in his laboratory, trying to invent a perfect soft drink, "und den one day he vas valkin' along und a lime fell from de tree und hit him on da head . . . und gave him a good idea. Gave him a good bump, alzo. So he mixed them mit some bubbles . . . und he had . . . Bubble Up!

"So now I play the first recording vas made dere ven Grandfadder Bubblemeister tasted his high shparkle, low calorie Bubble Up:

> You get shparkle high, calorie low, Keeps you waistline status quo! When the bubbles in the Bubble Up bubble up, When the bubbles in the Bubble Up bubble up, When the bubbles in the Bubble Up bubble up!

In the third spot of the series, the Bubblemeister is a contestant on an amateur show, playing his Bubble Up bottles—the eight-once size, the 16-ounce size and the full quart bottle—and an assortment of Bubble Up cans. What he plays, of course, is the Bubble Up jingle. In the fourth spot, he adds a guitar and in the fifth the jingle has become the "Bubble Up Bounce," expanded to a full minute. There is also the "Bubble Up Waltz" and, in the final spots in the series, "The Ballad of the Bubblemeister" and "The Bubblemeister Drinking Song," burlesque folksongs by a male trio.



Three tv spots will be added as the campaign progresses: a one-minute cartoon depicting the invention of Bubble Up as related in the second radio spot, a 20-second spot and two 10-second ID's.

The Bubblemeister character was created by Klein/Barzman, Hollywood radio-tv commercial firm, which wrote and produced the spots in association with Murphy Assoc., Los Angeles, agency for both the Bubble Up Co., Peoria, Ill., and the Coca-Cola Bottling Co. of Los Angeles, Bubble Up distributor in that area. The initial campaign in Los Angeles will run through September at an estimated overall cost of approximately $100,000. After their inauguration there, the parent company will make the radio and tv spots available to the rest of its some 400 bottlers for use on the local level in their own markets.

The interesting migration habits of the red-blooded vacationing consumer

Interesting, yes. Exceedingly profitable, too, for farsighted advertisers! They *know* that every summer Michigan draws more than five million outstate tourists. And these tourists spend 650 million dollars on almost every imaginable product. When you add these folks to the seventeen million residents in our primary coverage area—and consider the fact that Ontario (right next door) draws 60% of Canada's tourist trade—you'll find that you're talking in terms of a tremendous market. And a market that WJR covers like a glove. Whether you're talking to vacationers or stay-at-homes, mass audience or a select few, the place to get results is WJR . . . try us this summer.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

MICHIGAN MARCHING FORWARD
MICHIGAN WEEK MAY 21-27

Pepsi plans public affairs hot spots

A unique approach to Pepsi-Cola radio advertising this summer has been devised by the company's agency, BBDO, New York, which is supplying 540 local bottlers with a set of five one-minute public affairs announcements covering local sports, weather, community activities, traffic conditions and shopping opportunities. The summer effort will run from May 27 through Aug. 6.

The public affairs spots are part of an overall radio effort to be conducted this summer by Pepsi bottlers. In each of the five announcements, special lyrics were written to Pepsi's theme song—"Making Whoopee." Pepsi will supply the transcription for the opening and closing, and is paying for the entire minute, although a station uses one-quarter of the commercial for its own public affairs announcements. For example, the announcement on local weather begins:

Whether the day is cold or
or hot
And if the raindrops fall
or not
To help you plan time to
have a grand time
Here's the weather! . . .
From Pepsi to you!

The local live announcer moves in with 15 seconds of weather and subsequently the commercial moves into a jingle that ties into the weather in this way:

And if the day is fair or
not
It still makes sense to keep
a lot
Of Pepsi ice-cold . . .
Ummm! It's so nice,
cold.
Now its Pepsi—for those
who think young.

The BBDO team that created the Pepsi-Cola jingles, listen to Ted German (at piano), song writer. L to r: Linda Ashton and Marianne Stevens, copywriters; Dick Mercer, creative group supervisor.

& Belding, Chicago.

Dr. Pepper Co., "Dr. Pepper" soft drink, Dallas, started its warm weather promotion the past week in March on ABC Radio, with three participations weekly, for 26 weeks, in *Flair*. Tv activity started the first week in April with one participation weekly in each of the following daytime shows on ABC-TV: *Love That Bob, Who Do You Trust, Number Please* and *About Faces*. Supplemental radio-tv spot activity will come from Dr. Pepper's 400 bottlers. Agency: Grant Adv., Dallas.

Plans of Others ▪ Cott Beverage Corp., Cott Beverages, New Haven, Conn., is considering a tv spot campaign via its new agency, Riedl & Freede Inc., Clifton, N. J.

Cantrell & Cochrane Corp., div. of National Phoenix Industries Inc., "C&C Super Coola," Lodi, N. J., is discussing use of tv-radio spot in the New York market. Agency: Weiss & Geller, New York.

Yoo-Hoo Chocolate Products, "Yoo-Hoo" chocolate drink, Garfield, N. J., may participate in tv children's shows in the New York market. Agency: Weiss & Geller, New York.

The Seven-Up Co., "Seven-Up," St. Louis, plans an "intensive campaign designed to give maximum exposure within our budget figures and to take advantage of radio's summer increase in out-of-home listening." Broadcast plans: 42 spots weekly on three radio networks—ABC, CBS and NBC—aired from Thursdays through Sundays plus July 3-4 (Monday and Tuesday) and Sept. 4 (Labor Day). Strategy is to reach weekend shoppers and to boost "cold bottle consumption" in supermarkets and chain stores. The campaign will be heavier than last summer in terms of total dollars spent. Some local tv spot buys are also planned. Agency: J. Walter Thompson, Chicago.

Coca-Cola Co., New York, will limit national broadcast exposure to its alternate-week sponsorship of *Ozzie & Harriet* on ABC-TV (Wed. 8:30-9 p.m. EDT). (The advertiser drops the show next fall.) Local buys will be made by its 1,100 bottlers. Agency: McCann-Erickson, New York.

"No-Cal" Beverages, Kirsch Beverages Inc., Brooklyn, N. Y., will use from 20 to 30 spots weekly in a summer-long radio campaign. Markets include: New York, Philadelphia, Atlantic City, Scranton and Buffalo. Agency: Gardner Adv., New York.

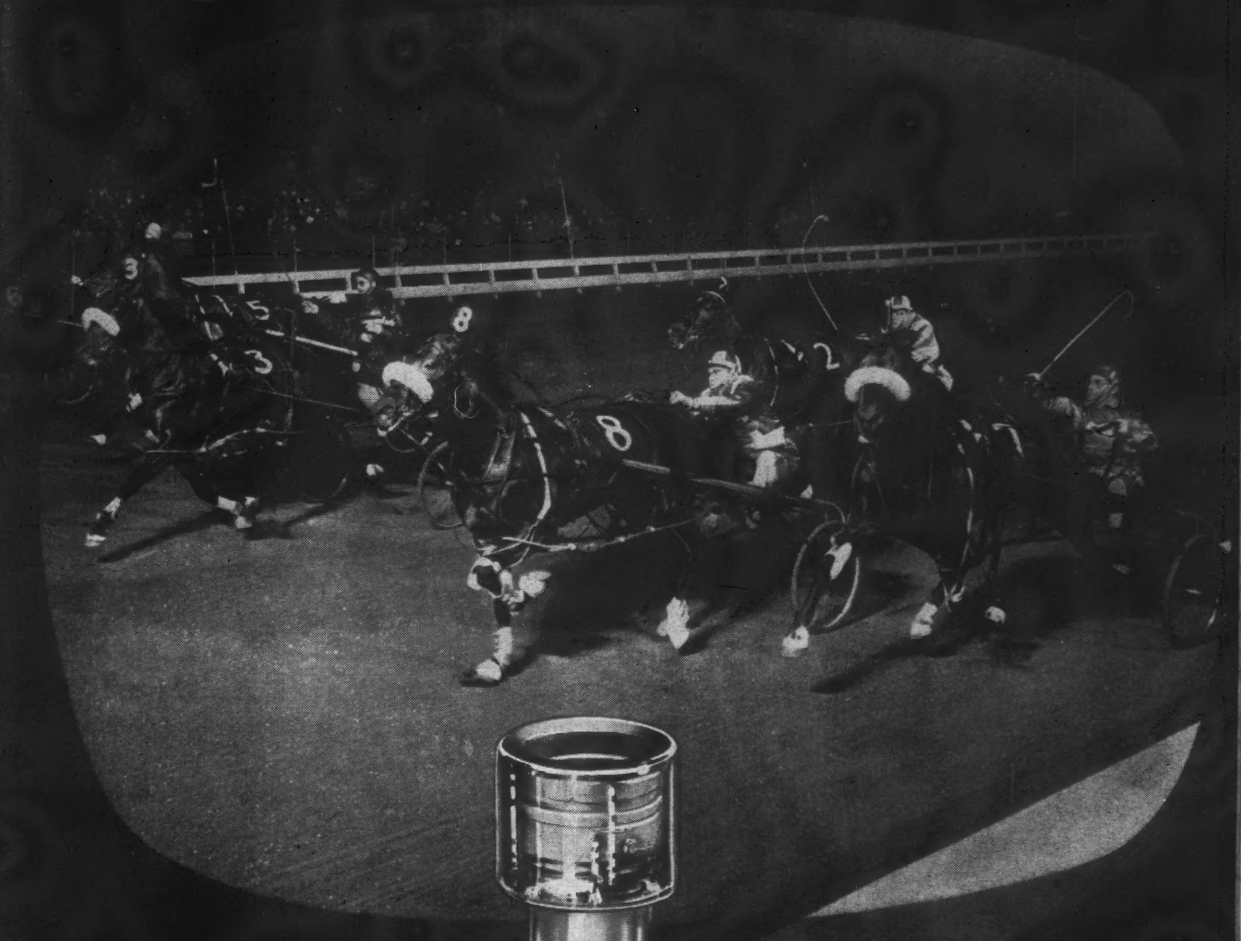
Joe Lowe Corp., Popsicles, New York, will enter 115 markets for a spot tv drive during June. The number of spots varies from 10 to 15 per week according to market size. Agency: Gardner Adv., New York.

The Charles E. Hires Co., "Hires" Beverages, Philadelphia, describes its summer plans as "unsettled" at this time. Radio was used last summer in a short spot campaign. Agency: Maxon Inc., New York.

Accent on New York ▪ White Rock Corp., White Rock sparkling water and flavored beverages, Brooklyn, N. Y., may limit broadcast activity to an ID campaign on metropolitan New York tv stations. Agency: McManus, John & Adams, New York.

Nehi Corp., "Royal Crown Cola," "Nehi" and "Par-T-Pak," Columbus, Ga., will make no national broadcast buys. Many of its 500 bottlers will use broadcast media locally. Agency: D'Arcy Adv., New York.

Canada Dry Corp., Canada Dry ginger ale and sparkling water, Collins



THE LIGHTS WENT OUT... BUT NOT THE PICTURE

Thanks to the super-sensitivity of the RCA-4401-V1 Image Orthicon

One night last season at New York's Yonkers Raceway, halfway through a race, an entire bank of lights went out near the finish line. Yet with only a quick camera adjustment, TV pick-up of the rest of the race came in sharp and clear with the RCA-4401-V1 image orthicon.

So sensitive is the 4401-V1 that it produces an excellent picture of a difficult low-key subject (horses against a dark track) with an incident light level of no more than 20 footcandles on the track itself. And it could easily operate at half that amount of light!

The 4401-V1—expressly designed for remote B&W pickup at very low light levels—is but one of the broad RCA family of specialized image orthicons. Others include:

RCA-4401: For low-light level colorcasting—studio or outdoor. Available in matched sets of three for maximum performance in color cameras.

RCA-7513: Featuring special precision construction and new RCA field-mesh design for high quality color or B&W TV.

RCA-7293-A: A field mesh image orthicon having an image section designed to prevent highlight ghosts. Field mesh design to improve corner focus and prevent porthole effects. For B&W studio and outdoor pickup.

RCA-7295-A: A 4½ inch diameter field-mesh image orthicon with high resolution and very high signal-to-noise ratio, designed for tape and B&W studio broadcast use.

RCA-7389-A: A superior-quality field-mesh design 4½ inch image orthicon, with extremely high signal-to-noise ratio, for tape and exceptionally high-quality B&W studio pickup.

RCA-5820-A: For studio and outdoor pickup in B&W. The "standard" of broadcasting.

Whatever your station's requirements or special problems, there's an RCA image orthicon designed to meet them. For information on specific types, see your local RCA Industrial Tube Distributor.

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

a discussion of:

X-TRA NEWS

World's *First All-News* Radio Station

On May 6th, Radio Station X-TRA became the first all-news radio station in the history of broadcasting. We predict that this highly-specialized radio station will soon be copied in all of the first five or six American markets. We hope that the following frank questions and answers will be of service to the radio industry.

Q. What are the physical facts concerning X-TRA NEWS?

A. X-TRA NEWS (XETRA) operates with 50,000 watts power on 690 kilocycles. It is a clear-channel station blanketing the Pacific Coast. Its transmitter site is Baja California. Offices are in the Lee Towers, Los Angeles.

Q. Why change your program format?

A. X-TRA NEWS owners had realized that the station's hybrid, polyglot music-and-news programming, half for Southern California and half for Los Angeles, was an uneconomic use of that station's fantastic physical facility: 50,000 watts on the 690 kilocycles clear-channel. Such a facility must logically serve the needs of all its great *area.*

Q. But why change to an all-news format?

A. The owners of X-TRA NEWS, Radio Difusora, have long believed that television has forced radio to graduate into a service medium offering two staples: music and news. Comedy, drama, variety — such old-line radio programming is now necessarily fringe programming with marginal audiences. Working on this theory, they formulated plans to concentrate on one of these two services: news. The reasoning was simply that with over one hundred other Southern California radio stations focusing on *music* in varying degrees of intensity, *one* radio station should center itself totally upon the other of radio's two bulwarks — news.

Q. Why does an all-news format fit an area station?

A. Well, if we register a certain percentage of audience in Los Angeles, we should show roughly the same percentage in Redlands, San Diego, Santa Barbara — in fact, in every city of our primary coverage area. After all, we provide an *unduplicated* service. A percentage of people impulsively or habitually dialing for news at any given moment will be approximately the same in every city in Southern California, since our news is *area* news, specializing for all cities and concentrating on none.

Q. You say you provide an unduplicated service — what do you mean?

A. X-TRA NEWS is an expensive operation. We maintain twenty newsmen around the clock, with four on duty at all times and four on standby. There are six news services — the U.P.I. radio wire, sports wire and transcontinental "AAA" newspaper wire, as well as the Associated Press radio wire, transcontinental "AAA" wire, and U.P.I.'s special Los Angeles city wire. Other services, such as Reuters, are being studied and will be added as necessity may dictate. Not only this, but the costs of research for sales purposes are obviously greater than for the normal radio station. Thus, to duplicate the service in a smaller market, or attempt to compete with it, would be financially unsound. Thus, our statement earlier that the top five or six markets would soon have a station emulating X-TRA NEWS. Not many other markets could support such an operation. New York and Chicago should certainly be ready.

Q. Has the all-news format ever been tried before?

A. No, definitely not. A well-meaning but abortive effort was made in another city but that station was never *all-news*. Not only was it a limited-hours station which reverted to music at night, but even during daytime hours it was never *all-news*. During the day it was part news, part book-review, part commentary, part other talk. Only an *all-news* radio station can succeed — a station which listeners can depend upon for news *instantly upon dialing*. If there is any variation, listeners can't form the habit.

Q. How do you keep people tuned to an all-news station?

A. You don't. You have a recurring tune-in. Although each newscast is different, completely up-dated, rewritten and containing several new items from our six different news wires, we do not anticipate that listeners will remain tuned to us for more than one, and sometimes two consecutive seven-minute newscasts. Of course, there are exceptions — when a major news story breaks, such as the rebel invasion of Cuba, the death of a personality, a catastrophic air crash — on such occasions, X-TRA NEWS will get a *long continuing tune-in* by the same home and automobile. But while we will have these cases, and while we have enormous numbers of people who tune to us for *specific* newscasts at *specific* hours, our typical audience is and will be composed at least 50% of people who impulsively wish to know what is going on in the world and press the button for X-TRA NEWS.

Q. Well, then, couldn't you compare it in a way with a telephone time service?

A. Exactly. Although X-TRA NEWS provides a vastly broader and immeasurably more important service, the principle is the same. The idea is that when anyone in Southern California feels the urge to know what's happening, he will push the button for X-TRA NEWS as instinctively as he would look at his clock, or dial a time or weather service, or even look outside to see what the weather is. This in-and-out, unfixed tune-in (except for major news breaks), with people switching to X-TRA NEWS as many as ten times a day, is the basic premise for the existence of X-TRA NEWS.

Q. How do you measure the audience for sales purposes?

A. It can only be done effectively with cumulative ratings which demonstrate a frequency of listening. Thus, X-TRA NEWS, like most other radio stations, can be bought most effectively on a scatter-shot, saturation basis.

Q. Does an all-news radio station offer any special advantages to advertisers?

A. We certainly think so. First of all, advertisers receive the benefit of the believability and prestige that goes with most newspapers — for X-TRA NEWS is literally the first electronic newspaper. And, of course, advertisers reach a thinking, buying, adult audience.

Q. You compare it to a newspaper?

A. Yes, it's just that — an electronic newspaper. It's facsimile without the paper. And that reminds us of the most striking sales argument we have — our circulation. Our circulation on X-TRA NEWS — provable by rating services — is in the *millions*. Compare that with any Southern California newspaper!

Russ Barnett

Managing Editor
X-TRA NEWS

What they see on
WJAC-TV

THEY BUY!

Statistics may be a pretty dry subject, but they do show that more people watch WJAC-TV in the Johnstown-Altoona market than any other station. (The statistics are those of both Nielsen and ARB.) It's more important, however, to know that WJAC-TV turns those statistics into sales for dozens of happy advertisers.
Whatever you have to sell, you'll sell it faster, and in greater quantities, to the purchasing people who watch WJAC-TV!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Tv get's most of toy ad budgets

Leading national toy companies place virtually all their consumer advertising in tv to the virtual exclusion of all other media, it was announced by Television Bureau of Advertising.

Gross time billing for network and national spot tv for toys and games was almost $7.3 million in 1960, an increase of 17% over 1959's $6.2 million. Gross time billing in 1961, TvB predicted, will be in the neighborhood of $9 million.

TvB noted that only four of the top 10 toy and game advertisers used magazines in 1960 and none used newspapers. While the top 10 toy advertisers spent almost $4.9 million (gross time) in tv in 1960, they spent slightly less than $500,000 on magazines (gross space).

All-Year Attention ▪ One significant change in toy advertising on tv, according to TvB, is that where the industry formerly concentrated its spending on the Christmas season, it's now increasing its tv advertising during all months of the year (MONDAY MEMO, May 15).

Network tv gross time billing in 1960, according to TvB/LNA-BAR, was almost $2.1 million, as against almost $1.7 million in 1950. Spot tv time billing in 1960 was $5.2 million as against $4.5 million in 1959.

Coincidentally with the release of TvB's report, Ideal Toy Co., New York, announced last week it is returning to the ranks of weekly network tv sponsors after an absence of five years. Ideal will begin sponsorship of *Mighty Mouse Playhouse* for 26 weeks on CBS-TV, starting Sept. 16 (Sat., 10:30-11 a.m.). In recent years, Ideal has concentrated on spot tv and on tv special programs. Mel Helitzer, Ideal's director of advertising and public relations, said *Mighty Mouse* is the first of three network programs planned for the upcoming season. The agency for Ideal is Grey Adv., New York.

TOYS AND GAMES
1960 Gross Time or Space Expenditures

		Magazines*	Spot TV**	Network TV***	Total TV	Total
1.	Mattel Inc.	......	198,580	1,272,690	1,471,270	1,471,270
2.	Remco	......	750,990	46,000	796,990	796,990
3.	Ideal Toy	32,014	618,760	37,790	656,550	688,564
4.	Louis Marx	......	483,990	......	483,990	483,990
5.	Am. Character Dolls	......	316,760	80,404	397,164	397,164
6.	Milton Bradley	168,544	204,850	......	204,850	373,394
7.	Colorforms	......	113,450	232,000	345,450	345,450
8.	Lionel Corp.	3,330	255,920	37,790	293,710	297,010
9.	U. S. Playing Cards	254,745	......	......	......	254,745
10.	Binney & Smith	......	106,760	137,458	244,218	244,218

*Magazines: PIB
**Spot TV: TvB-Rorabaugh
***Network: TvB/LNA-BAR
Note: No newspaper expenditures reported by Bureau of Advertising for above group.

mixer and quinine water, New York, reports local broadcast buys will be made by the individual bottlers, but the amount is unknown by the corporation's agency, J. M. Mathes Inc., New York.

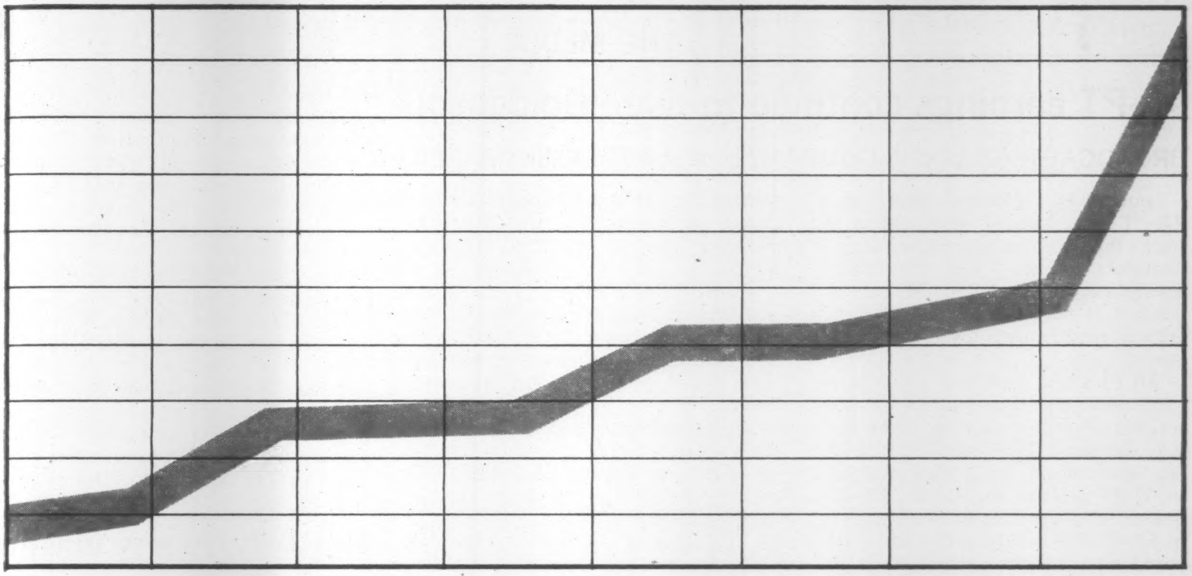
Welch Grape Juice Co., "Welch's Fiesta Punch," Westfield, N. Y., will introduce the new fruit drink nationally in a major campaign on ABC-TV's daytime schedule (*Love That Bob, Number Please, Day in Court, Who Do You Trust* and Dick Clark's *American Bandstand,* beginning May 16. Agency: Richard K. Manoff Inc., New York.

Also in advertising...

On the move ▪ John Blair & Co., Blair-TV and Blair Television Assoc. are moving to new offices on the 9th floor, The Blair Bldg., 645 N. Michigan Ave., Chicago, 11. Telephone for all three representative companies is Superior 7-2300.

Mind's eye view ▪ Robert H. Alter, manager, sales administration, Radio Advertising Bureau, told the Georgia Retail Furniture Assn. in Macon last week that "There is indisputable evidence that radio advertising unleashes the force of the imagination, creating a mental picture which allows consumers to see products within the contexts of their own taste, pocketbook and experience." As evidence, he cited results obtained from RAB's "Department Store Challenge," an experiment in comparative media (Higbee Co., Cleveland). Mr. Alter said radio commercials "succeeded time and again in pulling as many or more cash customers into the furniture department than did the same items when they were pictured in the store's daily newspaper ads."

Office moves ▪ Endorsements Inc., N.Y., has moved its offices to 400 Madison Ave. The telephone number, Plaza 1-0320, remains the same.



The plus factor in representation

VITALITY

plus

INTEGRITY

plus

FOLLOW-THROUGH

equals

GROWTH

Since Venard, Rintoul & McConnell, Inc. was organized in 1953, each year has shown a substantial gain over the previous year.

VENARD, RINTOUL & McCONNELL, INC.

TV & Radio Station Representative

AB-PT earnings continue to rise—Goldenson

BROADCASTING ARM IS COMPANY'S BIGGEST MONEYMAKER

Leonard H. Goldenson, president of AB-PT Inc., assured stockholders last week that the corporation's "strong" financial position was considerably strengthened during 1960. He said this position is necessary to meet AB-PT's growth requirements over the coming years.

AB-PT's net operating earnings for 1960 and the first quarter of 1961 reached record levels. For 1960, earnings increased 31% over the previous year and were $2.50 a share compared to $1.87 a share for 1959. The first quarter this year closed with earnings of $3,425,000 or 81 cents a share compared with $3,336,000 or 78 cents a share in the first quarter of 1959. Including capital gains, consolidated earnings for the first quarter increased to $1.73 a share compared with 79 cents in 1960. AB-PT's sales in 1960 totaled $334 million.

Mr. Goldenson said at the annual meeting in New York that the major portion of the corporation's business comes from its broadcasting operation. He asserted ABC-TV's 23.5% share of total network billings in 1960 represents the largest dollar and percentage increase in gross time billings of the three networks. "We look forward to further gains, the achievement of which will continue to come primarily from success in programming," he said.

The AB-PT president commented on FCC Chairman Newton Minow's speech concerning the tv industry at the recent NAB convention: "In two key areas Mr. Minow's objectives are in accord with our own; namely, the continuing aim to improve programming and the desire to increase competition."

Other highlights of Mr. Goldenson's report on the progress of AB-PT's divisions and activities in domestic and international broadcasting, theatres, records, film syndication, publishing and electronics:

- ABC Radio, although not operating profitably, streamlined its operation, developed new programs such as *Flair* and increased its lineup of station affiliates.
- The theatre division is the second major source of income, and the theatre business this year is running ahead of last year. AB-PT now owns 468 theatres compared to 1,200 theatres at the time of the merger 11 years ago.
- ABC-TV's programming has undergone a "most ambitious" expansion of public affairs and news programming, has developed an "especially fine" sports schedule and has enjoyed broad public acceptance of "such fine new shows as *The Flintstones* and *My Three Sons*.
- AB-PT will continue to broaden its activities in foreign commercial television and to prepare for the time when live tv programs by satellite transmission across continents will become a reality.

Jack Hausman, president of M. Hausman & Sons, textile manufacturer, was elected a new director of AB-PT. The stockholders also re-elected the following directors for the coming year: A. H. Blank, Alger B. Chapman, John A. Coleman, E. Chester Gersten, Leonard H. Goldenson, Robert H. Hinckley, Robert L. Huffines Jr., Sidney M. Markley, Walter P. Marshall, Joseph A. Martino, James G. Riddell, Simon B. Siegel and Oliver E. Treyz.

The stockholders also voted to increase the number of authorized shares of common stock from 5 million to 10 million, which Mr. Goldenson said would be "available for whatever corporate purposes that present themselves." He said there is no basis to the "rumor" repeated by one stockholder that the increase in shares would mean a stock split.

Theatres intervene in pay-tv firm's case

The fate of wired pay tv in Arkansas is at stake in proceedings that began last week before the Arkansas Public Service Commission in Little Rock. Hearings were held on a petition by Midwest Video requesting that Southwestern Bell Telephone Co., an AT&T affiliate, be ordered to lease phone cable facilities and set fair rates for them. Midwest Video is the local franchise holder of International Telemeter Co., which is trying to set up its first U.S. pay-tv system in Little Rock. (Telemeter, a division of Paramount Pictures, has already established a pilot wired pay tv system in Etobicoke, a suburb of Toronto, Ont.)

Southwestern Bell, which is not actually contesting Telemeter's request for phone cables but is cognizant of opposition to pay tv, wants official sanction before providing facilities. At the hearing, Southwestern Bell attorneys conceded that company can provide service if the Arkansas Public Service Commission rules it in the public interest.

Frank Raichle, Midwest Video counsel, argued that opponents of pay tv—principally motion picture exhibitors who have asked dismissal of the proceeding on the grounds that the Arkansas Public Service Commission has no jurisdiction—have no standing to intervene or participate; that pay tv itself is not at issue.

The local Public Service Commission listened to testimony from William C. Rubinstein and George Brownstein of Telemeter on the technical requirements of the proposed cable service, and from Paul Leird, vice president of Midwest Video. The commission then granted permission for the Independent Theatre Owners of Arkansas and other exhibitors to intervene. The hearing resumes June 1.

NJBA tightens watch against commission

The New Jersey Broadcasters Assn. is keeping vigilance against any "dictatorial or arbitrary positions" by the FCC. This position was taken at an association managers' meeting May 17, hosted by Rutgers U., New Brunswick.

Reacting to FCC Chairman Newton N. Minow's NAB speech of the previous week, NJBA members ordered that their executive committee "be empowered to draft a resolution to be presented and approved by the membership at large, if and when the actions of the FCC at some future date take dictatorial or arbitrary positions as viewed by the association." The motion was a compromise in place of a stronger resolution aimed at the FCC. Broadcasters in their debate expressed fear that the government might try to prescribe "mathematical" program balance without regard to differing needs of individual communities.

Guest speakers Robert M. Booth Jr., president of the Federal Communications Bar Assn., and Tom Wall of the Washington law firm, Dow, Lohnes & Albertson, both criticized President Kennedy's FCC reorganization proposal (see page 55). It would be harder for a petitioner to get an appeal hearing under the proposed system, Mr. Booth said, reporting that the FCBA opposes it. With additional personnel and harder work the FCC as constituted now could expidite procedures, Mr. Wall added.

In The Middle ▪ The broadcaster is caught in the middle on programming, Mr. Wall said. The FCC won't tell you what you should carry but you will find out what is inadequate at renewal time, he told the NJBA. Both speakers opposed revision of program reporting forms as proposed by the FCC. On all regulatory paperwork, the outlook is for larger forms, according to Mr.

Memo to:

Col. John J. Barton
Superintendent, Indiana State Police

Howard Seiler
Superintendent, Michigan State Police

Col. L. E. Beier
Chief, Wisconsin State Patrol

Sheriff Frank Sain
Sheriff of Cook County, Illinois

Col. William Morris
Superintendent, Illinois State Police

Governor Howard Pyle
President, National Safety Council

Orlando W. Wilson
Superintendent, Chicago Police Department

Flying Sergeant Clarence Erickson and Flying Officer Irv Hayden
Safety Education Section, Traffic Division, Chicago Police Department

Sergeant Tim McCarthy
Safety Education Officer, Indiana State Police

WGN Radio has won the Alfred P. Sloan Highway Safety Award for an unprecedented third consecutive year. Thank you for your cooperation—without it we could never have won this coveted recognition.

Ward L. Quaal

vice-president and general manager, WGN, Inc.

AWARD-WINNING WGN RADIO ACTIVITIES:

Signal 10

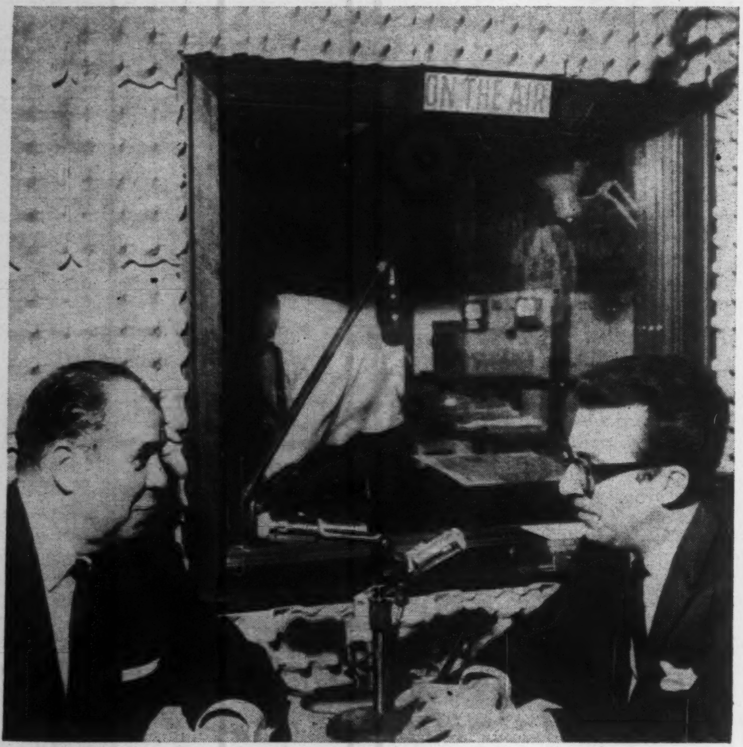
Trafficopter

Traffic Central

—plus many special highway safety campaigns.

FOR DISTINGUISHED PUBLIC SERVICE IN HIGHWAY SAFETY
STATION WGN CHICAGO, ILLINOIS
1960

QUALITY RADIO WGN TELEVISION INTEGRITY



A radio studio for eggheads

No telling what a fellow will do these days to get a little peace and quiet. Richard Hughes, owner of WQRS-FM Detroit (dedicated, it says to cultural items), to achieve a special kind of mood, lined the walls of his studio with egg cartons. Hence, a studio for "eggheads." Here Mr. Hughes (r) chats with visitor James A. Harrington.

Booth, who expects more details on initial applications and renewals. He and Mr. Wall advised broadcasters to keep day-by-day records of public service programs.

Editorializing should be approached with caution, Mr. Wall told a questioner. It is often hard to choose from many opposing points of view for "equal time" replies to editorials, he warned and added that the commission feels the broadcaster should seek out opposition to an editorial stand. Two of 26 NJBA radio members editorialize at present.

In business sessions Frank Matrangola of WCMC Wildwood, chairman of an NJBA committee setting up an Emergency Fm Weather Network, said this new hookup should be ready July 1. The system will work from a direct line between the Atlantic City weather bureau and WSNJ-FM Bridgeton, which will relay warnings around the state.

Jerome McCarthy, WTOA Trenton, was named to head a committee carrying out a statewide safety campaign throughout the summer.

Dr. Mason Gross, president of Rutgers, reported on university growth and thanked broadcasters for supporting higher education in New Jersey. Howard Green, WOND Pleasantville, president of the NJBA, conducted the meeting. The group will invite the Delaware Assn. of Broadcasters to a joint full-membership meeting at Atlantic City in October, day and place to be announced.

New employment service

A new radio-tv station employment service named Broadcast Personnel is scheduled to open on June 1 as a division of Jerry Fields Assoc., New York advertising executive placement service. The division will be headed by Sherlee Barish, who has resigned as a sales executive for Official Films Inc., New York, to assume the new post. Miss Barish said registration will be taken from all over the country to supply stations with all types of employes, including general managers, sales representatives, talent and technicians. Broadcast Personnel will be located at the Fields' headquarters, 16 E. 52nd St., New York.

ADVICE TO RADIO

Don't forget small accounts, SCBA told

A major problem facing radio stations today is the division of new clients, the Southern California Broadcasting Assn. was told May 18 by Vick Knight, veteran radio producer, now producing commercials for broadcast advertisers.

Today's trend is toward fewer and bigger advertisers, rather than increasing the number of small accounts, he asserted. He noted that the trend was accelerated by union rules which do not discriminate between the small book shop proprietor, who buys a spot once a week adjacent to a program of book interest and the advertiser who buys 100 spots. There is the same original fee and payment, he stated, urging station managers to take up the problem with the unions to work out a solution which will encourage small businesses to make even greater use of radio.

Knight was one of three producers who played tapes of successful commercials. One was the jingle urging listeners to visit the race track, "where the surf meets the turf down at old Del Mar," a commercial which has been on the air in Southern California for nearly 26 years and was originally sung by one of the track owners, Bing Crosby. Only after 23 years when it was impossible to get any more pressings from the original acetate, Mr. Knight was called in to remake it. This he finally did with as few changes as possible.

Don Quinn, another producer who left the radio program field to concentrate on commercials, played spots his organization, Adstaff, produced for Speedway Fuel Oil of Detroit and National Beer of Baltimore. A beer jingle describing Maryland as the "land of pleasant living" won a citation from Maryland legislators for creating a valuable regional image, he reported. It also sold beer, he added.

Dal Williams, who presented some of his spots for the Comet car and the Culligan water softener, declared that the familiar adage about one picture being worth 1,000 words is completely false. "Give me a baggage allowance of 1,000 words," he said, " and I'll take the Lord's Prayer, the 23rd Psalm, a Shakespearean sonnet, the preamble to the Constitution and Lincoln's Gettysburg Address and have enough space left over for most of the Boy Scout oath. I wouldn't trade that group of words for all the pictures in the world."

The most effective form of communication, Mr. Williams asserted, is the human voice, one person speaking to

New York Emmy Station Achievement Award

To WNBC-TV

- For serving with vigor the varied interests of the citizens of the New York Metropolitan area,
- For recognizing their civic needs through such programs as "Searchlight" and "Direct Line,"
- For fostering their interest in serious inquiry through programs like "Open Mind" and "Conscience of a City," presented during prime time,
- For responding to their concern about youth and education through "Youth Forum" and "Recital Hall,"
- And for excellence of program balance in these and other fields.

NBC Owned • Channel 4 • New York

another. And he commented, no television producer, however large his budget, could come close to equaling the images the radio dramatists evoke with a few words and the imagination of their listeners.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WPAT-AM-FM Paterson, N. J. (New York area): Sold by Dickens J. Wright and associates to Capital Cities Broadcasting Corp. for more than $5 million (AT DEADLINE, May 8). Capital Cities owns WROW and WTEN (TV) Albany, N. Y.; WPRO-AM-FM-TV Providence, R. I.; WTVD (TV) Raleigh-Durham, N. C., and WCDC (TV) Adams, Mass. Frank M. Smith, Capital Cities president, said Mr. Wright will continue as chief of the WPAT stations and that their "unique" format will remain unchanged. WPAT programs good music with commercial interruptions on the quarter hour in daytime and on the half hour at night. Mr. Wright and his group bought the station in 1954 for $300,000.

▪ WKTL Rome-Utica, N. Y.: Sold by Gordon Gray and associates to Jackson B. Maurer for $125,000. Mr. Maurer is the former owner of WHKK Akron, Ohio. Mr. Gray and his group retain WKTV (TV) in the same area. WKAL operates on 1450 kc with 250 w and is affiliated with ABC. The broker was Hamilton-Landis & Assoc.

▪ WJBS Deland, Fla.: Sold by Dale S. Phares to a group of Jacksonville, Fla., businessmen, for $81,000. The buyers are Benjamin E. Griffin, Joseph C. Gill, Elliott F. Darden and W. H. Adams II. WJBS is 250 w on 1490 kc. The broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 80).

▪ KJEO (TV) Fresno, Calif.: Sold by J. E. O'Neill to Shasta Telecasting Corp. for $3 million. Shasta owns KVIP-AM-TV Redding and owns 50% of KVIQ-TV Eureka, both California. Buying into Shasta is a group of San Francisco financial interests.

▪ WPOM Pompano Beach Fla.: Sold by James C. Dean and group to Albert J. and Donald J. Owler for $300,000.

▪ KIKS Sulphur, La., and KVLC Little Rock, Ark.: Sold by Southern National Insurance Co., R. M. Saxon and Charles W. Davis to Victor Radio Co. and Victor Broadcasting Co., respectively, for $212,000, plus an agreement not to compete in these areas for five years. The purchasers are owned by Victor National Insurance Co. Dissenting to the grant were Chairman Minow and Commissioners Bartley and Lee.

▪ KFML-AM-FM Denver, Colo.: Sold by Evert Bancker and associates to Fine Arts Broadcasting Co. for $118,720. Fine Arts is a subsidiary of Televents Inc., which in turn is a subsidiary of Bill Daniels & Assoc., a Denver investment firm and broker which also has interests in KLMC-TV Lamar, Colo., and KBWC-TV Gallup, N. M. Chairman Minow did not participate.

▪ WKEI Kewanee, Ill.: Sold by WKEI Broadcasting Co. to Joseph E. McNaughton, J. Richard Sutter and George Walker for $100,000 plus $25,000 for an agreement not to compete in the area for 10 years. Mr. McNaughton has interests in WRCA Effingham and WRMN Elgin, both Illinois. Mr. Sutter has an interest in WRMN.

REVISITING HARVARD

65 broadcasters to attend annual executives' seminar

Sixty-five broadcasters, including a national rep and agency executive, will attend NAB's third annual executive development seminar to be held July 9-21 at the Harvard Graduate School of Business Administration.

James H. Hulbert, NAB broadcast personnel-economics manager, said registrants will come from 29 states and Puerto Rico. Lewis H. Avery, of Avery-Knodel, and Norman A. Varney Jr., of J. Walter Thompson Co., are the two participants outside the operating end of the industry.

Others enrolled are: John W. Jaeger, KFMM Tucson, Ariz.; Frederick A. Naglestad, KNTV (TV) San Jose, Calif.; Howard J. Smiley, KCRA-TV Sacramento, Calif.; Jack Tipton, KLZ Denver; Jess H. Cripe, WFGA Jacksonville; George B. Storer Jr., Storer Broadcasting Co.; Robert E. Metcalfe, WRDW-TV Augusta, Ga.; Harry F. Albrecht, Crosley Broadcasting Co., Chicago; Joseph S. Bonansinga, WGEM Quincy, Ill.; Charles R. Griggs, WVIN Olney, Ill.; J. William O'Connor, WCVS Springfield, Ill.; Frank Schroeder, WDZ Decatur, Ill.; Alfred E. Sorenson, WKRS Waukegan, Ill.; Robert W. Sudbrink, WRMS Beardstown, Ill.

Joseph C. Amaturo, WIRE Indianapolis; Dee O. Coe, WWCA Gary, Ill.; W. T. Hamilton, WNDU-TV South Bend, Ind.; Robert B. McConnell, WISH-TV Indianapolis; Hugh C. Laine, KNOE Monroe, La.; Winston B. Linam, KSLA-TV Shreveport, La.; Aubrey L. Moore, WBRZ (TV) Baton Rouge, La.; Lamar Simmons, WLCS Baton Rouge, La.; Jack S. Atwood, WCHS-TV Portland, Me.

Walter L. Dickson, WABI-TV Bangor, Me.; F. Parker Hoy, WLAM Lewiston, Me.; Alexander M. Tanger, WHDH-TV Boston; Gene Ellerman, WWTV (TV) Cadillac, Mich.; John F. Patt, WJR Detroit; N. L. Bentson, WLOL Minneapolis; Sherman K. Headley, WCCO-TV Minneapolis; Arthur W. Swift, WTCN-TV Minneapolis.

William A. Bates, WDAF-TV Kansas City; E. K. Hartenbower, KCMO-TV Kansas City; Donald W. Reynolds, KLRJ-TV Las Vegas, Nev.; P. Scott McLean, Crosley Broadcasting Co., New York; Jack D. Summerfield, WRVR New York; Richard A. Dunlea Jr., WMFD Wilmington, N. C.; Roland B. Potter, WKBC North Wilkesboro, N. C.; R. W. MacLeod, KFYR Bismarck, N. D.; J. D. Bradshaw, WRFD Worthington, Ohio; John Devine, KVOO-TV Tulsa, Okla.; Carl F. Meyerdirk, KVOO Tulsa, Okla.; Richard M. Brown, KPOJ Portland, Ore.; Donald A. McDonald, KEZI Eugene, Ore.

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WNTA-TV schedules telethon report on city

WNTA-TV New York is offering two hours of prime time on Sunday, June 4, for a special program on which New York City Mayor Robert F. Wagner and 20 of his department heads will present a comprehensive report to New Yorkers on the accomplishments of the city administration and the problems facing it. The program is scheduled for 7:30-9:30 p.m.

Ted Cott, vice president in charge of National Telefilm Assoc.'s owned stations, said he believed the program will constitute "the first complete and composite picture" of a city's record. He hopes it will start a trend toward similar special telecasts.

Mayor Wagner suggested last week that part of the program be devoted to answering telephone queries from viewers. Mr. Cott replied that he believed there would not be enough time to provide both a full report and a period for answering questions. Mr. Cott suggested that the mayor and his department heads make an appearance on Betty Furness' *At Your Beck and Call* program over WNTA-TV (Mon.-Fri. 9-10:30) on the following day and answer telephone calls from viewers. This proposal is being considered by the mayor and his aides.

The telecast was derided by Bernard Newman, chairman of the New York County Republican Committee, who said it will be "a rigged television show" that will ignore the mayor's deficiencies and praise his virtues. Mr. Cott said that Mr. Newman had voiced no protest to the station.

Branham's name change

Advertising Time Sales is the name for the new company that will replace the broadcast division of The Branham Co., Thomas B. Campbell, president, announced last week (AT DEADLINE, May 15). Advertising Time Sales, to be in operation by July 1, will have offices in New York, Chicago, Detroit, Atlanta, Minneapolis-St. Paul, Dallas, San Francisco and Los Angeles, according to Mr. Campbell.

He said that stations presently represented by Branham will be represented by ATS. Branham will continue in the newspaper representation business.

Illinois AP honors best radio-tv newswriting

The Illinois Associated Press Radio-Tv Assn. last week announced winners of its state-wide newswriting contest judged by faculty members of Northwestern U. Awards covered six categories of news and were issued separately to tv and radio media and also to Chicago and non-Chicago area stations. The group also announced certificates of merit to WAAP Peoria, WGEM Quincy and WSMI Litchfield for cooperation in providing news to AP. Winners of awards:

Metropolitan Chicago stations—Best regularly scheduled news show (radio): WBBM, for *5:20 News;* (tv): WBBM-TV. Best regularly scheduled sports show (radio): WBBM, *John Carmichael's Sports Final.* Best special events coverage (radio): WBBM, election roundup; (tv): WBBM-TV, *Beat the Drum,* first place; WNBQ (TV), coverage of Starved Rock murder case, second place. Best commentary-editorial program (radio): WMAQ, *Len O'Connor Show,* first place; WBBM, *The Sound Barrier Is Broken,* second place; (tv): WNBQ (TV), *Len O'Connor Show,* first place; WBBM-TV, *Classroom Crisis,* second place. Best documentary program (tv): WBKB (TV), *Peace,* first place; WBBM-TV, *Anatomy of a Crisis,* tie for second place; WNBQ (TV), police scandal, tie for second place.

Non-metropolitan stations (all radio) —Best regularly scheduled news show: WKRS Waukegan, *12:30 News,* first place; WTAX Springfield, *Silco News,* second place; WSOY Decatur, *10 O'Clock News,* third place. Best farm show: WBYS Canton, *RFD 1560,* first place; WVLN Olney, *Newstime Farm Show,* second place. Best regularly scheduled sports show: WAAP Peoria, *Ralph Lawler Sports,* first place; WVLN Olney, *Spotlight on Sports,* second place. Best special events coverage: WIBV Belleville, political discussion at election time, first place; WBYS Canton, King Auto Electric fire, second place; WVLN Olney, coverage of new industry celebration, third place. Best documentary: WTAX Springfield, *A Look at an Illinois Mental Institution,* first place; WSOY Decatur; *Teenage Drinking in Decatur,* second place; WBYS Canton, *Pork for Prosperity,* third place. Best commentary- editorial program: WBYS Canton, commentary on inadequate school board election by Charles Wright, first place; WTAX Springfield, editorial series on various subjects including city council, second place; WAAP Peoria, *Minority Reports,* including description of opening of strip-tease show.

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NEGOTIATIONS • APPRAISALS • FINANCING

Court convicts Tripp of accepting payola

Disc jockey Peter C. Tripp was convicted last week in New York's Special Sessions Court of taking payola to play records on the air while he was employed by WMGM New York.

He was found guilty of accepting $36,050 in gratuities from eight record manufacturers or distributors from June 1958 to October 1959. He faces a maximum sentence of one year for each of the 35 counts of commercial bribery on which he was convicted and could be fined $500 on each count or a total of $17,500.

Justice Edward Breslin announced that the presiding judges (others are Justice Vincent R. Impellitteri and acting Justice Aaron Goldstein) were unanimous in the verdict and set sentencing for June 30.

The Tripp trial was the first prosecution to result from District Attorney Frank S. Hogan's investigation into payola which began exactly a year ago. Also accused of accepting payola from various record companies are four other disc jockeys: Alan Freed, formerly of WINS and WABC; Tommy Small, once with WWRL; Hal Jackson, formerly of WLIB; and Jack Walker, once with WOV (now WADO); and three other station employes: Mel Leeds, former program director of WINS; Joseph Saccone, once record librarian of WMGM; and Ronald Granger, former record librarian at WINS. All stations involved are in New York.

CBS-TV program honored among Sloan citations

A CBS-TV program on highway safety, its sponsor, producer and writer won special commendation in the 13th annual Alfred P. Sloan Awards, presented last Tuesday (May 16) to the 1960 radio-tv winners at a dinner in New York.

LeRoy Collins, NAB president, who spoke briefly at the awards ceremony, commended both the Alfred P. Sloan Foundation as sponsor of the awards and the National Safety Council which administers them. Mr. Collins said he supports wholeheartedly the continuing efforts of the nation's broadcasters to promote traffic and pedestrian safety.

The following stations, advertisers and individuals were honored for their selections:

Sustaining category—WTKM Hartford, Wis.; WGN Chicago, WNEW New York; Canadian Broadcasting Corp., and WCPO-TV Cincinnati.

Commercial category — Thomson Brake & Alignment Co., KVOE Emporia, Kan.; Portland Cement Assn., Tennessee district, WLAC Nashville; Florida State Theatres Inc., regional network of independent radio stations; Metropolitan Life Insurance Co., national network of independent radio stations; Shell Oil Co., WWJ-TV Detroit, and Philip Morris Inc., sponsor of CBS-TV's *CBS Reports* presentation (Dec. 20) of "The Great Holiday Massacre."

KLON Long Beach, Calif., and WQED (TV) Pittsburgh were noncommercial educational station winners. Palmer Williams and George A. Vicas, producer and writer respectively of "Great Holiday Massacre" each won $1,000 cash awards, the first ever awarded by the Sloan Foundation.

WNEW announces sales organization

WNEW New York, one of the nation's most successful independent radio stations, will take over its own sales representation on June 1, when its contract with Robert E. Eastman & Co. expires. John V. B. Sullivan, vice president and general manager, said the move stemmed from a belief that WNEW's position, programming and acceptance are such that they can most effectively be represented to advertisers and agency buyers throughout the country by salesmen who not only are familiar with the station's operations but also can devote full time to the job.

Mr. Sullivan announced the expansion of the WNEW Radio Sales office in Chicago and the opening of sales offices in Detroit and San Francisco. David L. Miller, formerly of WHK Cleveland and WIP Philadelphia (which like WNEW are owned by Metropolitan Broadcasting Corp.), heads the Chicago office. He has been representing WNEW there since last September, working in cooperation with the Eastman organization. Additions to the Chicago office of WNEW Radio Sales are Gordon P. Copeland, formerly with Venard, Rintoul & McConnell in Chicago and Ken Pierce, formerly with the Chicago office of Peters, Griffin, Woodward.

Back to school

Dr. Frank Stanton, president of CBS, will speak at the 95th commencement exercises of the Massachusetts Institute of Technology June 9 in Cambridge. Dr. Julius A. Stratton, president of MIT, in his announcement cited Dr. Stanton's "relentless campaign for free access to information and for the corollary responsibility in reporting it. In a time when effective communications between people and nations are needed more than ever before, it is especially appropriate to have a speaker who is internationally recognized as a leader in radio and television."

David C. Croninger, formerly general manager of WTAC Flint, Mich., has been named manager of the Detroit office of WNEW Radio Sales, and Richard H. Schulte, formerly with the CBS Radio Spot Sales office in San Francisco, has been named manager of the new San Francisco office.

Dual Supervision ▪ The new sales organization will work under the supervision of H. D. (Bud) Neuwirth, vice president and director of Metropolitan Radio Sales, and Richard H. Gerken, eastern sales manager for WNEW Radio Sales.

Disclosure of the move, which had been anticipated unofficially for some time, revived conjecture that the parent Metropolitan Broadcasting Co. might be considering establishing its own sales-representation firm for some or all of its other stations. Officials reported, however, that no such move was being considered and stressed that WNEW was a "special situation." But they acknowledged that if the WNEW move proves profitable they might naturally be inclined, in time, to review their other station situations on a case-by-case basis.

Unger resigns from NTA over policy difference

National Telefilm Assoc. Board Chairman Oliver A. Unger resigned last week because of a policy disagreement with officials of National Theatres & Television, 38% owner of NTA, and the company's largest single stockholder.

Mr. Unger said Thursday (May 18) that NTA needs a better operating management team—one more in accord with NT&T—which has gone through a number of recent changes. NT&T, he said, has new people with new ideas that he disagrees with, so "I am resigning in the best interests of everyone."

A special NTA board of directors' meeting was to be held this Saturday (May 20) in Beverly Hills, Calif., to elect new NTA officers.

Mr. Unger has not announced his future plans.

Jury upholds Bloomberg

The Massachusetts Supreme Court has upheld a jury's award of $20,761 to Haskell Bloomberg, station broker. The award was for a 5% broker's commission when WMGT-TV Pittsfield, Mass. (now WCDC [TV] Adams) was sold in 1958 by Leon Podolsky to Capital Cities Broadcasting Co. Mr. Podolsky's Greylock Broadcasting Co. appealed the lower court's verdict.

House ready to ram Kennedy's FCC plan

REPUBLICAN FOES GET SOME STRONG ALLIES: DEMOCRATS-WHO-COUNT

President Kennedy's plan to reorganize the FCC appears headed for defeat in the House of Representatives, possibly this week. Speaker Sam Rayburn (D-Tex.) has put himself on record as opposing the plan and predicting its defeat. And the influential House Regulatory Agencies Subcommittee, headed by Rep. Oren Harris (D-Ark.), is urging its rejection.

With the Administration stripped of these heavy guns, observers feel it lacks the defense to withstand a concerted effort by House opponents to veto the plan. The Government Reorganization Act, under which the plan was submitted to Congress on April 27, provides that either House can block the measure if it musters a bare majority against it within 60 days.

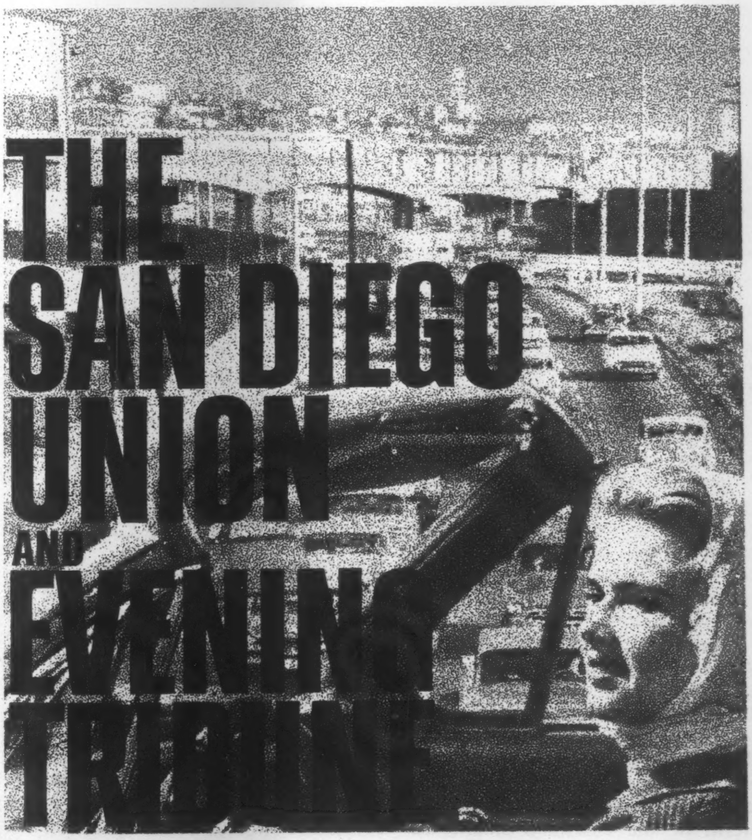
A resolution to kill the plan, introduced by Rep. Clare Hoffman (R-Mich.), was taken up by the House Government Operations Committee last week. And Rep. William L. Springer (R-Ill), a member of the House Regulatory Agencies Subcommittee, said Thursday that if the committee doesn't report the resolution to the floor by today (May 22), either he or Rep. Hoffman will try to pry it loose for a vote.

The Kennedy plan would permit the commission to delegate authority, strengthen the power of the chairman to assign personnel, including commissioners, to duties, and restrict litigants' right of appeal to the full commission. It is designed, according to President Kennedy, to give the agency greater flexibility and improve its efficiency.

'Buck' Fever ▪ But opposition to the plan sprouted almost at once. A majority of the commissioners maintained it would reduce their importance and destroy the bi-partisan nature of the commission. As Commissioner Robert T. Bartley, a Democrat and a nephew of speaker Rayburn, told the Harris subcommittee last week, "The proposed plan raises in my mind the basic question whether we are to have communications regulated by a bi-partisan independent commission or by an administrator . . . I perceive the possibility would be created for reducing the function of the six other commissioners to almost that of scribes."

In Congress, opposition developed first among members like Rep. Hoffman who are opposed in principle to any Reorganization Act legislation the White House asks Congress to accept or reject. It soon spread to those who saw in the proposed strengthening of the chairman who serves at the President's pleasure, an attempt by the White House to usurp Congress' power over the regulatory agency. This uneasiness was heightened by FCC Chairman Newton N. Minow's tough talk before the NAB convention two weeks ago (BROADCASTING, May 15).

Broadcasters, still feeling the sting of the speech which described their programming as a "vast wasteland," are reported to be pushing for the plan's defeat in Congress. Members



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EVENING TRIBUNE

of the Federal Communications Bar Assn., who represent broadcasters, have already announced their opposition (BROADCASTING, May 8). The FCBA was scheduled to testify last Friday (May 19 before the House Government Operations Committee.

In remarks to the House Thursday, Rep. Springer said the Minow speech, which warned broadcasters licenses would not be renewed *pro forma,* held "vast implications" which "alarmed many of us" on the Regulatory Agencies Subcommittee.

White House Takeover ▪ Rep. William Avery (R-Kan.), a former member of the House Commerce Committee and its Communications subcommittee, also attacked the plan last week. He said it would permit the White House to take over control of the commission.

The assaults by Republicans are in line with a general GOP move to defeat all the President's reorganization plans. Resolutions disapproving the four already submitted have been entered in both Houses. The FCC plan, however, is the only one in trouble. Proposals to reorganize the Securities and Exchange Commission, the Civil Aeronautics Board and the Federal Trade Commission were taken up by the House Government Operations Committee Thursday. The FCC plan was to come up Friday (see AT DEADLINE).

Speaker Rayburn made his views known Thursday at his daily press conference. In response to a query as to whether the four reorganization plans would pass the House, he said the FCC measure would not but that the others "are all right." Asked why he thought the FCC proposal would be defeated, he snapped, "We don't like it."

At about the same time, the House Regulatory Agencies Subcommittee was voting to oppose the plan and to authorize Chairman Harris to present this view at the House Government Operations Committee hearing Friday.

Behind Doors ▪ The subcommittee had been holding closed-door hearings since May 11, when it heard James M. Landis, the White House adviser credited with drafting the reorganization plans. Since then, Chairman Minow and the six other commissioners were called before the subcommittee.

For some time, Rep. Harris is known to have had reservations about the plan, feeling that it is not sufficiently detailed and lacks necessary safeguards. The hearings apparently reinforced his views.

Defeat of the plan, however, would not necessarily rule out legislation in this session. Rep. Harris, like most of the other reorganization plan's opponents, approves its "objectives." He is reported considering legislation to achieve such objectives by some means other than those advocated by President Kennedy.

But if the FCC plan seemed to be foundering last week, the three other reorganization plans had smoother sailing. In appearances before the House Government Operations Committee, the chairmen of the SEC, CAB and FTC were joined, with one exception, by all their fellow commissioners in endorsing the plans.

Holdout ▪ The lone exception was the FTC, where one commissioner opposed the plan entirely, and two others voiced varying degrees of doubt about the wisdom of increasing the chairman's powers. All four plans are alike in providing for delegation of authority and in empowering the chairman to assign members and employees to duties.

The single FTC dissenter was Sigurd Anderson, the only Republican on the commission. He warned that the proposal to give the chairman the power to assign work to fellow commissioners would result in a "one-man agency" and reduce the other commissioners to "staff status."

Two fellow commissioners, Robert T. Secrest and William G. Kern thought the term of the chairman should be limited. The latter said that an increase in the chairman's power "may result in the erosion of the authority and independence of the commissioners."

Rep. Harris, FCC Chairman Minow, representatives of the FCBA, and Rep. Avery were scheduled to testify Friday before the committee, headed by Rep. William L. Dawson (D-Ill.)

Meanwhile, the Senate Communications Subcommittee is readying its own hearing on the FCC plan. It will start Tuesday with Mr. Landis scheduled as the first witness. Chairman Minow, the FCBA and Leonard Marks, a lawyer and former head of the FCBA, will also testify.

PERSPECTIVE ON THE NEWS

Did Minow scuttle FCC reorganization?

HIS NAB SPEECH RAISED EYEBROWS ON CAPITOL HILL

President Kennedy is learning that some Congressmen are no more willing to swallow the one-half loaf of FCC reorganization he has offered than the entire loaf he had contemplated serving.

His message on regulatory agency reorganization, submitted last month (BROADCASTING, April 17) indicated he would recommend that sweeping powers be given agency chairmen. He suggested that each chairman be authorized, among other things, to staff his agency, review its budget and distribute funds, all in the name of centralizing responsibility, improving efficiency and reducing backlogs.

But the plans he has submitted to reorganize the FCC and three other regulatory agencies have not gone nearly so far. James M. Landis, the White House adviser who drafted them, toned them down on the advice of congressional leaders and members of the commissions.

Still, opposition to the FCC plan which, like the others, would permit the delegation of authority and give the chairman the function of assigning all personnel including commissioners to tasks, has reached the point where it includes House Speaker Sam Rayburn (see story page 55).

If there is one reason for the FCC plan's unpopularity in Congress, observers generally agree, it is to be found in the speech with which FCC Chairman Newton N. Minow blistered the hides of broadcasters at the NAB convention on May 9 (BROADCASTING, May 15).

Quartet ▪ The FCC plan is essentially the same as those for the Civil Aeronautics Board, the Securities & Exchange Commission and the Federal Trade Commission. Yet Speaker Rayburn indicated there would be no trouble in passing these through the House.

What some Congressmen—and most broadcasters—feared, as a result of Mr. Minow's speech, was that the additional powers the plan would give the FCC chairman would be used so aggressively as to raise the danger of censorship. They read in the speech the threat that unless broadcasters improved their programming to the point where it satis-

Collins says FCC wears too many hats

NAB called for rejection of President Kennedy's Plan No. 2 for reorganization of the FCC in a statement for submission May 19 to the House Government Operations Committee, which is hearing the plan.

President LeRoy Collins, after conferring with NAB's three-man advisory committee, urged the House committee to take remedial action in broadcast fied Mr. Minow, their licenses would be lifted.

Mr. Minow, of course, has steadfastly denied that censorship is his aim. Throughout his closed-door questioning last week by the House Regulatory Agency Subcommittee, he maintained that all he intends to do is see to it that broadcasters live up to the promises they make when they get their licenses.

Mr. Minow isn't alone in denying the censorship charge. Rep. John E. Moss (D-Calif.), a Regulatory Agency Subcorrittee member, thinks the charge is "nonsense." He said censorship involves prior control of information, "and this [the FCC plan] doesn't have anything to do with that." As chairman of the House Government Information Subcommittee, Rep. Moss is regarded as something of a congressional expert on censorship.

Co-equality ▪ But this threat, real or imagined, isn't the only objection. Most of the commissioners feel the plan would downgrade their role, that they would lose their position of co-equality with the chairman. Five of the commissioners spoke against the plan for this reason. Reportedly, only Commissioner John S. Cross sided with Mr. Minow in supporting the plan before the Regulatory Agency Subcommittee.

Mr. Minow and others, however, have argued that the commissioners would not lose status, that they would still be responsible for establishing policy and deciding on the functions to be delegated. It would merely be the chairman's "housekeeping" job to see that the policy was carried out and the delegated tasks assigned. Mr. Minow, in addition, feels that the plan gives the commissioners a check on the chairman in permitting them to withdraw any delegation of power.

But the commissioners feel this is no protection at all, since if a delegation of authority were withdrawn the agency would be deprived of any advantages intended by the delegation. Further they feel, as a practical matter, it would be difficult to take back powers once granted the chairman. And several of the commissioners expressed the additional fear that the chairman could, if he chose, assign them impossible workloads— and in areas in which they had no proficiency, at that.

Opponents of the plan are also disturbed by the proposal to curb litigants' right of review. It has been held that since a vote of a majority of the commission less one member would be needed to authorize review, the commission could "duck" a controversial issue, no matter how important it was to the parties themselves or the industry.

No Guidelines ▪ At the heart of many of these objections is the lack of guidelines in the plan. There are few if any standards against which actions or policy can be measured. Even supporters of the plan agree it is vague. But they feel a "rule of reason" must be employed. The commission, for instance, shouldn't be expected to bow to every whim of the chairman. They add that many of the details that would show congressional intent could be developed in hearings and floor debate.

One other argument against the plan—and, since it touches on congressional sensitivities, an important one—was used by Commissioner Rosel H. Hyde in his appearance before the Regulatory Agency Subcommittee. Any plan, he said, that centralizes commission's power in a chairman designated by the executive "will tend to weigh the balance of power in the latter direction."

As noted, the FCC plan doesn't shift any more power to the chairman than do the SEC, CAB or FTC plans. But none of the other chairmen have indicated a willingness to use that power quite so dramatically as has Mr. Minow.

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regulation through normal legislative channels instead of by executive order.

"The chairman and other members of the FCC are required to wear many different hats—I personally think too many," Gov. Collins said. "The range of their duties should be fixed by law and should not be subject to enlargement or contraction by executive order and congressional passive indulgence," he added.

Gov. Collins conferred late Thursday with his three advisors—Clair R. McCollough, Steinman Stations, combined chairman of the NAB boards; Dwight W. Martin, WAFB-TV Baton Rouge, La., Tv Board chairman; and Thomas A. Bostic, KIMA Yakima, Wash., Radio Board chairman.

Congress should give careful study to problems pointed up by President Kennedy's plan, Gov. Collins said, developing full knowledge of all the facts with ample opportunity for debate and amendment.

Approaching Reform ▪ "There are two ways of approaching needed reform in the regulatory field," he continued. "One way is to try to do a repair job by executive order on the existing structures, seeking to shore up short-comings short of a fundamental revision of the agency's basic functions. While some structural changes are contemplated in Plan No. 2, essentially it is well within the area of patchwork change.

"The other way is to take an entirely fresh look at the agency and—through congressional hearings and legislation—rebuild the basic structure and functions of the agency in a way designed to enable it best to meet the proper regulatory requirements of a changed and changing industry.

"For example, under such an approach way may be found to deal effectively with the growing concern over the possible need for more clearly delineating and separating the purely judicial functions of the FCC from its administrative functions.

"We feel that both the executive department and the Congress—as well as broadcasters and the public generally—would be better served by such a broad approach.

"We would hope that this course is the one which will be followed, and we stand ready to work with both branches of the federal government in developing a plan of reorganization along lines which will assure a more efficient and orderly conduct of the complex functions of the FCC."

Minow in favor of fees for broadcast licenses

The notion of charging fees for all broadcasting licenses — professional, amateur and special services—came up prominently in an appropriations hearing for FCC funds before the House Subcommittee on Independent Offices last March. Minutes of the hearing released last week reveal that FCC Chairman Newton N. Minow—speaking personally, rather than for the commission—is strongly in favor of charging sufficient fees to put the agency on a self-supporting basis. The fee-charging proposal was the subject of 1954 rulemaking which met with "general opposition in all classes of licensing," according to Commissioner Rosel H. Hyde.

Subcommittee Chairman Albert Thomas (D-Tex.) seemed particularly interested in probing the fee-setting question, asking: "Wouldn't the public be more sympathetic to speeding up the elimination of the [commission's] backlog if the applicants were paying a little fee fo rthe serive they request?" Chairman Minow, in favoring the idea, compared it to paying for a driver's license. He specified that amateur licenses should carry a charge.

The FCC requested in its budget salaries for seven more men in the controversial Compaints & Compliance Division. Both Chairman Minow and Commissioner Frederick W. Ford spoke enthusiastically of the work done by the division since its formation last year.

Significant increases in amounts requested for travel and transportation of personnel were questioned by the subcommittee members. From an estimated total of $189,415 in 1961, the estimate for 1962 hops to $245,000. Chairman Minow explained that this was mostly to hold hearings in the field. Travel for personnel from the Office of Hearing Examiners goes from the 1961 estimate of $1,500 to $23,000; the Broadcast Bureau from $28,000 to $59,800. Chairman Minow attributed the latter increase to an expected step-up in Complaints & Compliance Division activity.

FCC to invade New York City again

Foley Square in New York will be the site of the next round in the FCC's continuing inquiry into network broadcasting. The commission, through Chief Hearing Examiner James D. Cunningham, announced last week that the hearing will resume there June 20 with testimony to be taken on the production, distribution, sale and exhibition of tv programs.

FCC Chairman Newton N. Minow, in his speech before the NAB convention, had promised that the proceeding begun in February 1959 would be brought to a close as rapidly as possible (BROADCASTING, May 15). Nineteen days of *en banc* hearings were held in Washington in December 1959-January 1960. Earlier sessions were held in New York and Los Angeles. The Los Angeles hearings were stalled when talent agencies refused to testify (BROADCASTING, Jan. 30).

Among those due to be questioned in New York are tv producers and the three networks, with a possibility the latter group will not be reached during the June hearings. Primary purpose of the investigation originally was to determine the methods of selection of tv network programs.

The inquiry later was broadened to include, among other things, a determination as to whether the general standards of the commission for the guidance of licensees in the selection of programs are adequate.

Editorials split on Minow support

BUT LETTER-WRITING PUBLIC MOSTLY BEHIND HIM

If the mail FCC Chairman Newton N. Minow has received since his now famous NAB speech is a true indicator, the public is 99 44/100% behind the chairman's efforts and ideas on improving the "quality" of tv programming.

As of noon Thursday (May 18), the New Frontier's broadcasting spokesman had received approximately 2,500 letters, telegrams and post cards—all but some two dozen strongly endorsing Chairman Minow's get-tough policy statement.

Newspapers, too, throughout the country devoted space on their editorial pages to the Minow speech. Most of them were critical of the chairman, as were editorials broadcast by stations—licensees of Mr. Minow's commission. Radio-tv columnists, by and large, supported the chairman's position, which also was argued pro and con in the prose of syndicated columnists who normally pay little attention to radio-tv.

The Print Media ▪ Of the newspapers commenting editorially on the chairman's speech, the *Richmond* (Va.) *News Leader, Wall Street Journal* and *Baltimore Sun* were the most outspoken in condemning Mr. Minow's position. Under the heading, "Or Daddy Will Spank," the *News Leader* said the chairman "gave the impression that his high-minded plans for tv will be joined to high-handed methods of putting them into practice. . . . Mr. Minow meets all these problems [of tv] with the bustling confidence of a Peace Corpsman converting a cannibal to Metrecal. . . .

"Mr. Minow does not care what the people want. . . . With benign authoritarianism he looks at the tv viewer as his personal ward. . . . It apparently has not dawned on Mr. Minow that his office does not give him parental authority over the American public, or the right to send us all to Sunday school. On what to substitute for the lovely women and lethal weapons—Mr. Minow has nothing to say. He simply orders networks and channels to improve, advice that is as useless as it is easy to give.

". . . The one test of acceptability is made clear by Mr. Minow. It is Mr. Minow. There is no doubt who is the star of this production. . . . The musical refrain of the first person singular, obviously so pleasing to Mr. Minow's ear, is as indicative of his intentions as his actual statements of intent. But the statements are astonishing enough in their own right. Mr. Minow tells us that we will not let the air waves be 'squandered' by tv channels offering poor fare—as if the air were itself a commodity, rather than a medium put at the disposal of free men.

"Freedom of the speech, whether of the press, of the individual, or of a tv station, does not imply that a person's or a newspaper's output must meet government standards of quality. Else, who of us would gossip with a friend, or dare to 'squander' paper on poetry or opinion? . . ."

The *Wall Street Journal* stated: "It all smacks of the old business of intellectual puritanism. Somebody doesn't like the books you're reading; public tastes are too low and need to be elevated. So the answer is to substitute official taste for public taste. When people permit officials to do that, they open up a real wasteland, and not just a cultural one."

And, from the *Sun*: "Though he entered the usual disclaimer of intention to impose censorship, his speech amounted to an assertion of political authority to control tv subject matter. Apprenhensions on that score are not swept away by the fact that much of his criticism was just."

On the Other Side ▪ The *New York Times* coined the Minow indictment "an impressive document, not alone for its substantial accuracy but also for its therapeutic value to the long-suffering viewer. . . . The supporting evidence in his favor continues to grow with each passing evening amid the spot announcements. . . .

"There is an obligation for the mass media not only to give the public what it wants but also what the public may not know about. The art of communication becomes meaningless if its dominant function is mere repetition of the familiar. . . . It would be regrettable if Mr. Minow's admonition to pursue higher standards were misconstrued as a determination by the FCC chairman to serve as baby sitter to the tv industry. . . . Before complaining that Mr. Minow is wrong, it might be fun to try out what he proposes."

The *Washington Post* said that there is little or nothing new in the Minow statement "but the pressure is now coming from very influential sources. Just enough has been seen and heard of television and radio at their best to know that the broadcast media can do a great deal better if they try."

From Broadcast Editorials ▪ KGMB-

MR. HEROLD MR. EGER

"Use of RCA TV TAPE helps to bolster client's sales"

...says Joe Herold, Station Manager, KBTV, Denver

"A good example of successful selling via TV Tape is the experience of one of our clients—Bill Eger of Eger Rambler Center, Denver. Number One Rambler Dealer in the area and Number One Willys Jeep Dealer in the area, he uses television in spots. Near perfect results in presenting the message on RCA TV Tape has had a great deal to do with our client's sales success," adds Mr. Herold.

Bill Eger reports: "We use KBTV television for our car advertising and RCA TV Tape facilities for recording our spots. The results can't be distinguished from live production. We attribute much of our leadership in selling cars to the perfect results we get with RCA TV Tape."

"We usually show several autos in each commercial, and this was a burden and expense before TV Tape since we were forced to pick up and deliver cars to the studio at all hours. Now we set up a convenient time and produce a great number of commercials in one recording session. We also get the important advantage of previewing for my approval before the announcements are exposed to the public."

Your clients, too, will like the "live" picture quality of RCA TV Tape—thanks to many built-in quality-control features and the convenience of centralized control. When you come to RCA for your TV Tape equipment you get the most advanced features, and service before and after the sale that only RCA with its broad background in broadcasting can provide.

See your RCA Broadcast
Representative or write
to RCA, Broadcast and
TV Equipment, Dept. UD-22,
Bldg. 15-5, Camden, N. J.

RCA ®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

Bill proposes unit to elevate programs

Bemoaning what he feels is the low quality of television fare, Rep. Thomas C. Ashley (D-Ohio) has proposed creation of a National Advisory Board on Radio and Television.

Under a bill (HR 7082) he introduced Tuesday, the board would have 11 members, chosen by the President and confirmed by the Senate. Its duties would be to study programming trends and make recommendations, including suggested legislation, to Congress and to the FCC.

The board would be responsible for determining the means broadcasters might use to ascertain their communities' needs and the extent to which stations carry programs "designed to broaden the civic, educational and cultural interests of the American people."

The board would also examine the "nature and composition of the groups which exercise effective control over programming."

The propriety of a governmental inquiry "into the causes and possible cures of the industry's problems," he said, derives from public ownership of the airwaves.

TV Honolulu, in its first editorial on a subject not directly related to the islands, stated: "Nobody can defend tv as pure, excellent, cultural and uplifting. It isn't. Nobody can say Mr. Minow has been untruthful or has exaggerated. He hasn't. But what is perturbing, and we hope the FCC chairman will soon spell out his intent, is the concept of government monitoring or controlling the quality of television. . . . How far can a broadcaster (or publisher) go in a direction which he knows means a certain loss of audience or readership; a certain loss of business?"

WICE Providence not only aired its own series of editorials but also wrote other stations urging them to do the same. The station stressed that broadcasters cannot remain silent while competing media encourage the government "to dilute our freedom to program our stations in accordance with our knowledge of the audiences we serve."

WWDC Washington said that "when the chairman of a government bureau asserts that his agency is in a position to decide exactly what the needs of the nation are, this station believes that something more dangerous than trivial tv programming is advocated. Mr. Minow professes to oppose government censorship. Yet, in the same speech, broadcasters are told their licenses may not be renewed.

"The audience got the message. We hope it is not swallowed without a protest. The broadcasters of a free country can never serve the nation's need when they become merely the vehicle for official government views."

From WDSU-AM-TV New Orleans: "It sems to us this represents, if not censorship in the usual sense, at least a step toward censorship. There is no clear-cut difference between government control of specific programs and government control of what over-all types of programs can be scheduled.

"An FCC requirement of this kind would mean moving away from a system of free broadcasting under which thousands of independent station owners make their own program decisions. It would mean moving toward a system under which a seven-man board in Washington would intrude on programming."

Many of those writing to the chairman had personal axes to grind—but the large majority were not of this nature. A quick perusal of some 150 of the letters showed convincingly, however, that few were of the crackpot nature with most coming from persons above the average in intelligence. Many were from professional people: doctors, lawyers, school teachers, etc.

A Random Sampling ▪ Here, in capsule form, are samples of what Mr. Minow's correspondents had to say:

From New York—"I was very happy to learn that our government will be doing something to stop the spoilers of our youth and young people. It was long overdue. . . . If Russia were to pay billions of dollars to do the job of spoiling our youth, it could not have done a better job than that done by our profit-hungry tv magnates.

A District of Columbia writer—"Don't back off. . . . We viewers are on your side. More power to you and when you get it, use it."

Washington State—"Thank you for your boldness." The writer said that he had many complaints to make and asked the chairman to whom they should be made. He enclosed a self-addressed, stamped envelope for Mr. Minow's reply.

Tennessee—"Just one more individual who wants to thank you."

A Baltimore agency president—"Warmest and most heartfelt congratulations. We have long needed this kind of hard thinking and hard talking."

New York—"You are in for a tough fight. . . . Most of your adversaries are cunning and ruthless."

Ohio—"Please do not allow any more advertising. I think there is plenty now."

Ohio lawyer—"My Pa [89 years-old] has been my guinea pig these many years on what the common man thinks. . . . When my Pa says that the shows stink, believe me they must be awful bad because he is damn easy to please. . . . They are very, very bad. Believe me, dear sir, you may have the industry against you but you have the people with you."

Seattle lawyer—"Thank you for the first ray of hope . . . for protection of youth from complete training in crime and sex offenses."

Colorado—"It was a thoughtful, sensible and fair indictment that we hope heralds a new era for the FCC."

University president—"Your policy . . . is exactly what the American people want and have been waiting for so patiently. We are eagerly waiting to see what effect your policy pronouncement will have on our tv screens."

Wisconsin—"We're behind you in every effort to improve the situation."

A Dissenter ▪ Of the 150 letters checked by BROADCASTING (and all 2,500 were made available), only one criticized the chairman. This one, from Massachusetts, stated: "I am appalled that you feel it is within your power to threaten the industry with revocation of licenses in the event their programming is not up to what you think are appropriate standards. [I am not in radio-tv] but an American interested in American rights and refuse to have a young, ambitious, socialistic-thinking individual like yourself destroy those rights."

Norman D. Waters, president of the American Tv Society (now RTES) from 1941-44, wired his strong endorsement to the chairman. "As a private citizen I want you to know how much I admire the courageous expression of your viewpoint," Mr. Waters said. "Obviously you are going to do an outstanding job to protect the public's interests and you deserve unqualified support."

Mr. Waters, now an advertising agency executive, said he gave up all active interest in tv "because I was not in sympathy with the direction it took. Your great speech . . . has made me feel my crusade should have been continued to make television the great power for good that lies within its grasp."

At least two of the letters received by the chairman requested the dates that Kansas City tv stations come up for renewal (Feb. 1, 1962), whether there would be local hearings and indicating that the writers had many complaints to make.

The commission staff now is midway in a crash program of analyzing the letters and placing them into various categories as to contents, locality of writer, etc.

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"ALL THEY EVER SAID IT WAS—AND MORE"

This is the acclaim of experienced air travelers—who have flown in the world's most advanced jetliner, the 707 Astrojet. They've told us the Astrojet provides the most comfortable, most dependable flights now available in daily transcontinental service. And as rapidly as possible, American Airlines is extending this unique jet service throughout the nation.

Powered by revolutionary new fan-jet engines, the Astrojet outperforms all other airliners. Once aboard, you notice that the Astrojet takes off quickly, climbs swiftly—you cruise confidently, quietly relaxed. Here is extra jet power, assuring better on-time dependability, even finer service to our passengers.

In Jet Age: Stage II, the Astrojet is just one more dramatic reason why American Airlines is *first choice of experienced travelers.*

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Ribicoff sings another tune on the Hill

TELLS HOUSE GROUP BROADCASTERS DERELICT IN ETV

Abraham A. Ribicoff, secretary of Health, Education and Welfare, who had some kind words for broadcasters at the NAB convention on May 10, took at least one of them back last week. "Broadcasters," he told the House Communications Subcommittee, "have been derelict in what they've given for the license they've received."

Secretary Ribicoff, who was testifying in favor of federal funds for educational television, was referring to what he considered the serious lack of "public service programming." In his speech before the NAB convention, he had congratulated the broadcasters on their performance in this area (BROADCASTING, May 15).

At another point, he said he believes one reason more of the channels set aside for etv are not being used is that the various states expected private broadcasters to provide more of this service than they have. Secretary Ribicoff, governor of Connecticut for six years until his appointment to the cabinet, said he thought private broadcasters "should have done more about making their facilities available. They talked about it, but haven't delivered."

Declaring that a nationwide system of educational television could help improve the standard of education throughout the country, the secretary recommended Congress approve a $25 million authorization for constructing etv facilities over a four-year period. The states would be required to match federal grants 50-50.

Funds For Surveys ▪ He also proposed an additional federal outlay of $520,000 to assist the states in planning their etv programs. Each state would be entitled to a maximum of $10,000 of these funds. He recommended that states be permitted to develop their plans on a regional basis and that construction grants be made on a project, rather than state, basis. These recommendations, he said, would provide the flexibility to meet the varying needs of the states.

The House subcommittee is considering seven etv measures, including one passed by the Senate. The Senate bill (S205) would provide grants of up to $1 million to each state and the District of Columbia, without requiring matching state funds. It was introduced by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee.

While optimistic about the possibilities of educational television, Secretary Ribicoff said he hoped he'd "never see the day when everyone is spoon fed his education by some electronic device." He said he is opposed to "complete substitution of teachers by mechanical devices."

The next day, the subcommittee saw a demonstration of an electronic system that takes a step in this direction. Called Teletest Communications, the

Who'll hear Kennedy's FCC plan in Congress

It's the government operations committees of the Congress which hold the key to the President's reorganization plan for the FCC.

The Senate and House Government Operations committees are the units which have "legislative responsibility" for the reorganization. Both have indicated there will be hearings, but only one, the House committee, has scheduled them. The House committee lifted the lid on the plan for FCC reorganization last Friday (May 19).

The Senate Government Operations Committee has indicated there will be hearings, but has announced no date.

Acting in an advisory capacity are the Senate and House commerce committees, which have jurisdiction over communications and broadcast law. So far only the Senate committee has announced hearings on May 23 by its communications subcommittee, headed by Sen. John O. Pastore (D-R.I.). The House commerce committee has held executive sessions on the subject (BROADCASTING, May 15), but has announced no date for a public hearing. The committees follow:

Senate Commerce Committee—Democrats, Chairman Warren G. Magnuson (Wash.), John O. Pastore (R.I.), A. S. Mike Monroney (Okla.), George A. Smathers (Fla.), Strom Thurmond (S.C.), Frank J. Lausche (Ohio), Ralph W. Yarborough (Texas), Clair Engle (Calif.), E. L. (Bob) Bartlett (Alaska), Vance Hartke (Ind.), Gale W. McGee (Wyoming). Republicans, Andrew F. Schoeppel (Kan.), John Marshall Butler (Md.), Norris Cotton (N.H.), Clifford P. Case (N.J.), Thruston B. Morton (Ky.), Hugh Scott (Pa.).

Senate Government Operations Committee—Democrats, Chairman John L. McClellan (Ark.), Henry M. Jackson (Wash.), Sam J. Ervin Jr. (N.C.), Hubert H. Humphrey (Minn.), Ernest Gruening (Alaska), Edmund S. Muskie (Me.). Republicans, Karl E. Mundt (S.D.), Carl T. Curtis (Neb.), Jacob K. Javits (N.Y.).

House Commerce Committee—Democrats, Chairman Oren Harris (Ark.), John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.), Harley O. Staggers (W. Va.), Walter Rogers (Tex.), Samuel N. Friedel (Md.), John James Flynt Jr. (Ga.), Torbert H. Macdonald (Mass.), George M. Rhodes (Pa.), John Jarman (Okla.), Leo W. O'Brien (N.Y.), John E. Moss (Calif.), John D. Dingell (Mich.), Joe M. Kilgore (Tex.), Paul G. Rigers (Fla.), Robert W. Hemphill (S.C.), Dan Rostenkowski (Ill.), James C. Healey (N.Y.). Republicans, John B. Bennett (Mich.), William L. Springer (Ill.), Paul F. Schenck (Ohio), J. Arthur Younger (Calif.), Harold R. Collier (Ill.), Milton W. Glenn (N.J.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Hastings Keith (Mass), Willard S. Curtin (Pa.), Abner W. Sibal (Conn.), Vernon W. Thomson (Wis.), Peter H. Dominick (Colo.).

House Government Operations Committee—Democrats, Chairman William L. Dawson (Ill.), Chet Holifield (Calif.), John W. McCormack (Mass.), Jack Brooks (Tex.), L. H. Fountain (N.C.), Porter Hardy Jr. (Va.), John A. Blatnik (Minn.), Robert E. Jones (Ala.), Edward A. Garmatz (Md.), John E. Moss (Calif.), Joe M. Kilgore (Tex.), Dante B. Fascell (Fla.), Martha W. Griffiths (Mich.), Henry S. Reuss (Wis.), Overton Brooks (La.), Elizabeth Kee (W. Va.), Kathryn E. Granahan (Pa.), John S. Monagan (Conn.), Neal Smith (Iowa). Republicans, Clare E. Hoffman (Mich.), R. Walter Riehlman (N.Y.), George Meader (Mich.), Clarence J. Brown (Ohio), Florence P. Dwyer (N.J.), Robert P. Griffin (Mich.), George M. Wallhauser (N.J.), Odin Langen (Minn.), John B. Anderson (Ill.), Richard S. Schweiker (Pa.), F. Bradford Morse (Mass.).

Renewal problem

One of the pioneer uhf stations, ch. 17 WITV (TV) Ft. Lauderdale-Miami faces a fight to keep its authorization from the FCC. The commission last week ordered a comparative hearing between WITV's renewal application and the bid of the Board of Public Instruction of Dade County for an educational tv station on ch. 17.

WITV operated for nearly five years (November 1953 to May 1958), prior to the grant of multiple-vhf service to the greater Miami area. The board now has an etv station (WTHS-TV) in Miami on ch. 2.

system permits communication between tv teacher and pupil via open or closed-circuit television.

By pushing buttons on a recording console, the pupil can answer questions asked by the teacher. The correctness or incorrectness of the answer is flashed immediately to the pupil and teacher.

The system is the product of Corrigan & Associates Inc., of Garden Grove, Calif. Dr. Robert E. Corrigan, president, said it would not do away with the classroom teacher.

Revised sales contract meets trafficking charge

WERL Eagle River, Wis., has asked the FCC to accept an amendment removing the sale of its construction permit from the cloud of trafficking BROADCASTING, April 10). The FCC Broadcast Bureau has recommended that the amendment be accepted and the hearing be dropped.

The commission set the sale for hearing on the issue of whether permittees Kenneth S. Gordon and Walter J. Teich were trafficking in licenses in selling for $20,000 a permit on which their expenses ran $14,361. The proposed amendment would set the sale price at $13,361 plus $1,000 broker's fee.

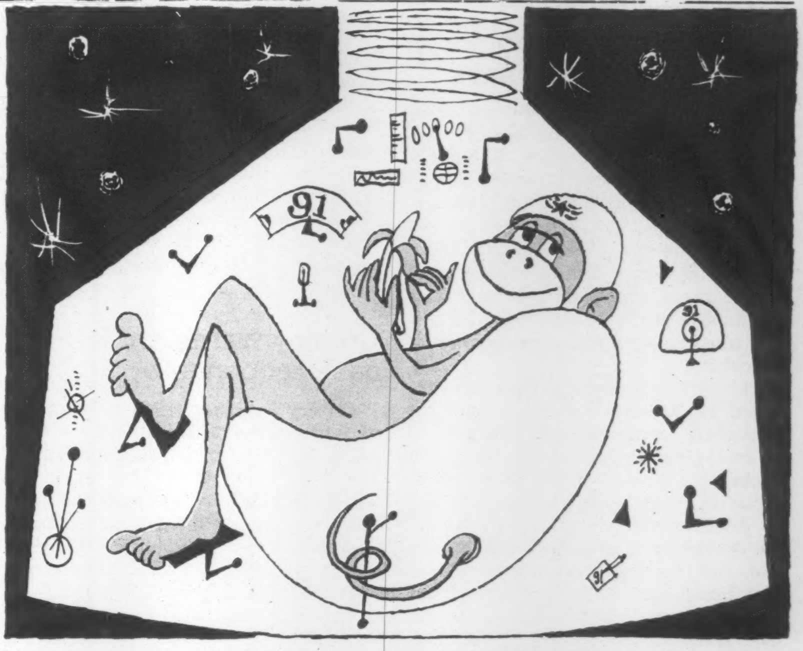
The Broadcast Bureau pointed out that the commission had not questioned the $14,361 expenses, nor had it made character qualifications of the permittees an issue. The bureau felt the amendment aligning sale price with expenditures should settle the issue.

Court orders breakdown of Midwest dissolution

An accounting of the affairs of Midwest Broadcasting Co., former licensee of the now-dark ch. 24 WCAN-TV Milwaukee, has been ordered by the U.S. Court of Appeals.

A District of Columbia appeals court ruled May 11 that such an accounting is necessary in a suit by Theodore Rosenak, one-time 10% owner of WCAN-TV, against Lou Poller, the owner of the uhf station. Mr. Rosenak claims he has a contract with Mr. Poller to share in the net proceeds from the dissolution of the Midwest company. Mr. Poller bought Mr. Rosenak's 10% interest in 1955, paying $50,000. The sales contract provided that Mr. Rosenak would share in any net proceeds realized from the close-down of Midwest Broadcasting. A U.S. District Court in Washington found there were no net proceeds and granted judgment for Mr. Poller. It was this decision which the appeals court reversed, holding it is up to Mr. Poller to show there were no proceeds for distribution.

Mr. Poller has a $1.5 million treble-damage antitrust lawsuit against CBS, involving the 1955 move by the network into the Milwaukee market. CBS bought ch. 19 there, and paid Mr. Poller $500,000 for his WCAN-TV studio and equipment. Mr. Poller claims CBS conspired to drive him out of business, taking his CBS affiliation away from WCAN-TV when the network bought the ch. 19 outlet (operated as WXIX-TV for a year before going dark). This suit was dismissed in U.S. District Court and the dismissal was sustained in a 2-1 vote by the U.S. Appeals Court. The U.S. Supreme Court last March granted Mr. Poller's request for review (BROADCASTING, March 27).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In San Francisco, the news is often literally, "earth-shaking." And KEWB News has the reputation of reporting it first. During the most recent tremor, for example, KEWB interviewed the University of California seismologist while buildings were still reeling!

From quakes to crack-ups, on the freeways or in free fall, KEWB award-winning News is mobile and comprehensive. KEWB's is the only radio news department in town that stays open 24 hours a day, seven days a week. Just like the minds of our listeners!

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CROWELL-COLLIER BROADCASTING CORPORATION "First in Contemporary Communications"

Proposed Georgia tower may be nation's tallest

A new entry in the tall towers derby soon may become a part of the horizon surrounding Columbus, Ga.

FCC Hearing Examiner Basil P. Cooper issued an initial decision last week favoring a proposal by WTVM (TV) and WRBL-TV, both Columbus, to construct jointly a tower 1,749 feet above the ground.

The super height proposal was unopposed upon withdrawal of opposition by the Air Transport Assn. of America, which had held it would be a hazard to air navigation. The opposition was dropped after an amendment to the application which reduces the first proposed height by 11 feet. Examiner Cooper noted that the tower site is circumscribed by 270 degrees by a restricted flying area over Ft. Benning, Ga.

When constructed, the WTVM-WRBL-TV tower will be the tallest man-made structure in North America and possibly in the world. KFVS-TV Cape Girardeau, Mo., which has an antenna 1,676 feet above ground, presently has the tallest U.S. tower. Other stations which in the past have claimed this title are KSWS-TV Roswell, N.M. (1,610 feet) and KWTV (TV) Oklahoma City (1,572 feet).

Unkept program promises keep KORD on hot seat

The FCC Broadcast Bureau last week told the commission it feels that the programming promises of KORD Pasco, Wash., cannot be relied upon. The station several weeks ago (BROADCASTING, May 1) asked the FCC to renew its license, even if for a short term, rather than setting the renewal for hearing. The station said it had just finished its first renewal period and had run into unexpected programming difficulties.

The bureau claimed KORD had presented no factual showing to support its request for renewal. Leaning heavily on the station logs of the composite weeks, the bureau underlined discrepancies between KORD's promises and its performance. Local public affairs shows had been promised, the bureau said, but the logs revealed none had been broadcast; where the proposal was 700 commercial and 84 noncommercial spot announcements weekly, the logs revealed (in the 1960 composite week) 1,630 commercial and 41 noncommercial spots. KORD had claimed in 1956 that newscasts would carry public service announcements, the bureau said, but the logs showed only four noncommercial spots before or after the 536 newscasts in the composite weeks. "There is no evidence that any of the added features promised at [KORD's] last renewal time were ever broadcast," the bureau claimed.

As to the station's request for oral argument, the bureau said to grant it would be contrary to commission policy and would serve no useful purpose.

Crosley wants ch. 13 case reopened by FCC

Crosley Broadcasting Corp., permittee of WLWI (TV) Indianapolis, last week asked the FCC to reopen the record in the struggle for ch. 13 there to admit as evidence examples of how the channel has been operated under Crosley. The record was closed on Jan. 19, 1955. The case has been before the commission and the courts since 1954.

Crosley asked that oral argument scheduled for June 8 be postponed until admission of the new evidence. WIBC Indianapolis, the only other remaining applicant for ch. 13, recently requested the FCC to increase time alloted for oral argument that date from 20 to 30 minutes. That request was granted May 12.

In asking that the record be reopened, Crosley stated there had been significant changes in programming and personnel under its operation since the record was closed.

More statements on Rochester-Syracuse

There were no major changes in the positions taken by various interests on the FCC's proposal to add vhf channels in Rochester and Syracuse, N. Y., with shifts of existing stations in reply comments filed last week (BROADCASTING, April 24).

National Educational Television & Radio Center endorsed the proposal of Rochester Area Educational Television Assn. (RAETA) to add ch. 13 to that city and reserve it for noncommercial educational use. RAETA replied to ABC's exhortation to add the channel as a third commercial vhf by pointing out that the network had listed the programs it would bring to the area and that they were mostly action-adventure shows. The etv group quoted Chairman Minow's "vast wasteland" remark from his NAB address and implied that ABC-TV's programming fell in that category.

WSAY Rochester opposed the etv recommendation, saying that etv stations in other parts of the country have successfully used uhf and that vhf channels are more vitally needed by commercial than by etv broadcasters. ABC and Star Broadcasting Co. both stressed the need for a third competitive vhf channel in Rochester. If ch. 13 is used commercially, they said, some educational programs will be presented, but if it is reserved for etv, there will be no way to establish competitive commercial service for the public.

Assn. of Maximum Service Telecasters, which did not comment originally on the proposal because the drop-ins could be accomplished without violating minimum separation requirements, opposed proposals by WPTZ (TV) North Pole, N. Y. and WHEN-TV Syracuse for sites at substandard spacing.

W. R. G. Baker Radio & Television Co. opposed the plan of WPTZ for the same reasons as AMST and pointed out that if mileage separation standards are met, WKBW-TV Buffalo would not suffer interference as it claimed in its comments. Baker has said it will apply for the Syracuse channel.

Repeating that it did not oppose the FCC plan, Transcontinent Television Corp. (which now holds ch. 5 Rochester) said it did not mind shifting channels but felt it should not have to move until the third Syracuse vhf was operating, not immediately following adoption of the plan as suggested by WHEN-TV.

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Examiner would refund line charges to WSAZ-TV

WSAZ-TV Huntington, W. Va., has won the first round in its fight for reimbursement of alleged excessive tariff charges by AT&T. FCC Hearing Examiner Herbert Sharfman issued an initial decision last week ordering AT&T to refund WSAZ-TV $14,541.21, the amount paid by the station for NBC "playback" service during daylight saving time in 1958 and 1959.

Mr. Sharfman ruled that AT&T actually rendered the same service to the station (from Columbus, Ohio, to Huntington) during daylight saving time as before and consequently is not justified in characterizing the non-network (playback) programs as a separate service. Besides, he said, AT&T has not demonstrated why the programs should not be transmitted during saving time without extra charge. (During the period in question, the programs came on a delayed basis from Hollywood via Columbus rather than, as is customary, from New York via Columbus.).

WSAZ-TV has a similar complaint pending against AT&T for charges made last summer. That complaint, however, was not an issue in the instant case.

Bar favors proposal for more examiner power

A proposed revision of the Administrative Procedure Act to give examiners of regulatory commissions power to issue final decisions was reviewed May 18-19 at hearings before a Senate Judiciary Subcommittee headed by Sen. John A. Carroll (D-Colo.).

Whitney North Seymour, president of the American Bar Assn., and other ABA witnesses favored the idea, designed to speed up the regulatory process, but urged substitution of proposed ABA legislation calling for wider revision of administrative codes. Sen. Carroll feared ABA would create "a jungle of confusion wrecking many long-established precedents."

The Carroll bill (S 1734) would provide the right of appeal to the full commission but only on specific grounds. It would discourage backdoor deals at regulatory agencies, Sen. Carroll said. He has also introduced measures to impose stiff criminal penalties for influence-peddling deals and to provide codes of ethics for government officials.

The FCC last week...

- Denied a petition by KLFT Golden Meadow, La., for reconsideration of show cause order looking toward revocation of the station's license (BROADCASTING, Jan. 23). At the same time, the commission granted a request from its Broadcast Bureau that the hearing be enlarged to include an issue on alleged misrepresentations made to the FCC by KLFT's licensee, Leo Joseph Theriot. The hearing is scheduled to begin Wednesday (May 24) in New Orleans.

- Reinstated Dec. 22, 1959, grant to Idaho Microwave Inc. for microwave stations to furnish signals of Salt Lake City tv stations to a catv system in Twin Falls, Idaho. KLIX-TV Twin Falls had protested the grant, which then was set aside in February 1960. The KLIX-TV protest also was dismissed at the request of the station.

- Finalized rulemaking issued April 12 (and to which no objections were received) and reserved uhf chs. 69-73 in Southern Alaska Domestic Public for the use of the Alaska Telephone Co. to operate a troposphere scatter station on Annette Island (Ketchikan).

- Denied petition of ch. 5 KOCO-TV Enid, Okla., to identify itself as an Enid-Oklahoma City station. The station's transmitter is located aproximately mid-way between the two cities which are 65 miles apart. Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross voted for the dual identification.

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Proved in every type of service, these quality instruments are used by experts for FCC "proof-of-performance" tests and supplied as original equipment with many broadcast station installations.

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Model 404 Linear Detector. Combined RF detection and audio bridging circuits for use with any distortion meter. 400 kc to 30 mc range with 20-30 volt RF carrier. Essentially flat frequency response from 20 to 50,000 cps.

Model 300 Frequency Meter. Measures audio frequencies to 30,000 cps in 6 ranges. Integral power supply and input level control.

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- Distortion: Less than .2% at 5 volts output.

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- Sensitivity: .3 volts minimum input required for noise and distortion measurements.
- Calibration: Distortion measurements ± .5 db. Voltage measurements: ± 5% of full scale at 1000 cycles.
- Residual Distortion: .05%—30—15,000 cycles.
- Residual Noise: .025% or less.

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- Covers 1.75 to 260 mc in 5 bands.
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CBS, ABC video tape converters

THEY SIMPLIFY TV STANDARDS CHANGES

The growing availability of facilities which can convert video-tape recordings to or from any of the three different foreign transmission standards and the U. S. standard of 525 lines per television frame was noted by CBS-TV last week. ABC is making a similar statement today (May 22).

CBS-TV reported the equipment in use at its New York studios is manufactured by Fernseh, GMBH, in West Germany. A network spokesman said the equipment was used by CBS-TV last summer during the Olympic Games in Rome to convert the 625-line Italian tv signals to the U. S. standard for recording on tape. He added that operation among any of the four standards of 405, 525, 625 and 819 lines can be provided. He noted that in early 1960, tapes of appearances by President Eisenhower and President de Gaulle of France were interchanged with the French Television System, but pointed out that for these telecasts, similar CBS-designed equipment was employed for several tape signal conversions.

ABC-TV announced it has developed a "revolutionary all-electronic" television standards converter which converts video tape or tv picture signals from one transmission standard to any other. Frank Marx, ABC vice president in charge of engineering, revealed the development in Montreux, Switzerland, during the World's First International Festival of Television Arts and Sciences.

Mr. Marx said that since the new development is completely electronic and eliminates the old optical photographic process, the conversion is accomplished with "no loss of picture quality." He added that the first public demonstration of ABC's converter will be held in November when the First International Assembly of the Academy of Television Arts and Sciences convenes in New York. Technical details of the new machine, he said, will be released at that time.

Camcon unit splits film camera, sound

A little black box that promises to make a whole new level of production possible in the production of informational tv films has been devised by Robert Rubin, NBC-TV supervisor of productions for creative projects, and two Massachusetts Institute of Technology graduate student engineers, Robert Gesteland and James Cunningham.

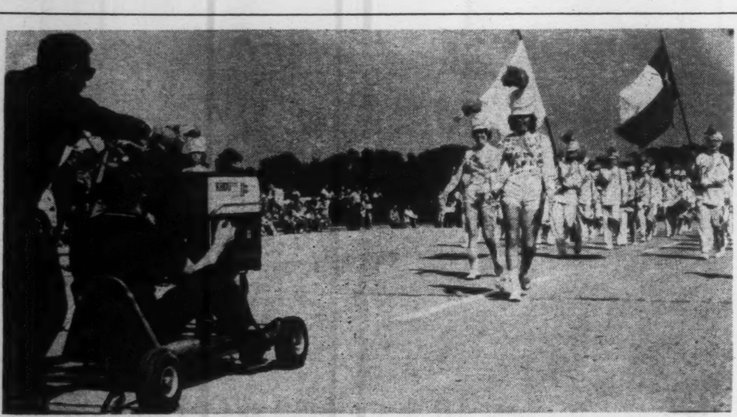
Called the Camcon Synchronization System, the black box is a light, highly mobile and rugged power pack that is designed for 16-mm film applications. The equipment permits the sound recorder to be operated completely independently of the camera mechanism while providing a precise synchronization of film and sound with the amount of drift between the two being not more than only one part in 200,000. Cameras and sound equipment using conventional power systems usually are physically connected (by wire or by radio frequency) and thus have limited mobility. And in the conventional systems, when batteries are used they must be heavy duty depending on the amount of and the time equipment will be connected. The Camcon power pack weighs only about 13 pounds compared to about 22 pounds for conventional systems, and can withstand extreme temperatures as well as five G's of shock.

According to Mr. Rubin, who is also president of the Cambridge Converter Co., the firm that produces the new power system, Camcon's "possibilities, creatively, are exciting." Producers of tv documentaries, he explains, would like to produce less stilted films by getting people to behave normally when they are before the camera. He feels that Camcon by untying the recorder from the cameras and by the nature of its mobility and unobtrusiveness, is an answer to this problem.

"Camcon permits you to film in formerly inaccessible or impractical situations," he says, "while licking the problem of sound synchronization."

Camcon was used for the first time in recent weeks by the NBC-TV production team filming the documentary "Railroads: End of the Line" which will be seen on the *NBC White Paper* program May 23 (Tuesday) at 10-11 p.m. Mr. Rubin says the entire documentary was filmed with the aid of the new power system and he cites an interview with a senator in a moving train as a good example of Camcon's ability to wed the camera and sound recorder in perfect synchronization and fidelity in a difficult situation.

Despite Mr. Rubin's affiliation with NBC, Cambridge Converter is an independent company with offices at 27 E. 62 St. in New York. The firm hopes to apply the power system to the production of industrial and sports films, and is also developing a unit twice as big for 35mm film applications.



Everybody's jumping on the bandwagon

KHOU-TV Houston has come up with a new wrinkle for low angle special event shots—the Lo Boy camera dolly, in the form of a stripped-down Go-Kart (see photo). It was assembled for a cost of $70 by a Houston Go-Kart factory, especially for use by KHOU-TV.

Technical topics...

Small EdiTall ▪ A smaller version of the professional EdiTall tape editing block is now available from the Tall Co., N. Y. The miniature S-2 EdiTall block, designed for modern compact tape recorders, is reported to be fully as precise as the larger S-3 EdiTall.

Heliax catalog ▪ Andrew Corp., Chicago, announces the availability of a 16-page catalog on Heliax, a flexible air dielectric coaxial cable. All commonly used cable sizes and impedances are covered by detailed engineering specifications. The catalog also illustrates all accessories for each cable size. The catalog (H) may be procured by writing to Andrew Corp., P. O. Box 807, Chicago 42.

Sales climbing ▪ Foto-Video Electronics, Cedar Grove, N. J., reports that net sales for the first six months of the fiscal year ended March 31 were $300,791 compared with $144,964 for a similar period in the previous fiscal year. Company President Albert J. Baracket said that predicted net sales and unfilled orders will boost Foto-Video's overall net sales figure to more than $800,000, doubling last year's figure.

New gain set ▪ Gain set Model 625-A, a new instrument used for measuring gain, loss, noise figure and other transmission characteristics of both systems and components in uhf, vhf and microwave frequencies has been announced by Kay Electric Co., Pine Brook, N.J. Completely self-contained, the gain set incorporates mixing I-F amplifying, attenuating, detecting and indicating elements, as well as the associated power supply and control circuits required in an integrated measuring system. Its dimensions are 16x17x14 inches and weighs 25 pounds. More information is available by writing to the company.

Ceramic tube book ▪ A two-volume publication on ceramic receiving tubes, believed to be the industry's most complete compilation on the subject, is being made available by General Electric Co.'s receiving tube department, Owensboro, Ky. Bulletin ETD-2713 contains full details on GE's line of 20 registered and 15 developmental ceramic tube types. Bulletin ETD-2134 contains application information as well as data on design, materials, manufacturing and vhf-uhf performance. Both bulletins are available from the company.

Bulletin ready ▪ Universal Relay Corp., N.Y., announces that its latest product description bulletin is now available. The 20-page booklet contains prices, illustrations and descriptions of most of the company's 1.2 million relays, steppers, sensitrols, solenoids, contractors, rectifiers and related items. The bulletin may be obtained by writing to the company, 42 White St., New York 13, N.Y.

Stereo's here ▪ Fisher Radio Corp., Long Island City, N.Y., is ready to market new stereo multiplex adaptor, MPX-100, which it had engineered in advance of FCC's approval of multiplex system. Self-contained and self-powered, eight-pound MPX-100 has exclusive Stereo Beacon Circuit which automatically indicates station is broadcasting in stereo. Suggested retail price: $89.50.

New catalog ▪ Andrew Corp. has published a new 16-page catalog on its Heliax line of coaxial cable for microwave and fm broadcast use. Write: P. O. Box 807, Chicago 42.

They take second look at Collins' new look

STATION GEAR GETS NEW, FUNCTIONAL LINES, COLOR

A new method of designing transmitters and other electronic gear for radio and tv stations has been undertaken by the veteran Collins Radio Co., Cedar Rapids, Iowa.

The company has retained the Los Angeles design firm, Albert C. Martin and Assoc., to revamp all Collins equipment for an updated equipment image.

Every three months, Collins will place on the market a new item, redesigned by the west coast consultant.

Already, the new look has paid off. At the NAB convention in Washington two weeks ago, Collins sold more equipment than it did at the 1960 and 1959 conventions combined. This is the boast of E. S. Gagnon, Collins Broadcast Product Line manager.

The am and fm transmitter line is the first in the redesigned group. The transmitters are designed for simplicity of maintenance and operation. Aside from clean lines and two-tone cream-like colors, the transmitters include white meter cases.

Back to Fm ▪ Out of fm transmitter manufacturing for the past 15 years, Collins has re-entered the field with its 830 series, a full line ranging from 250 w to 50 kw, complete with multiplex and stereo adjuncts.

The 250 w fm transmitter starts at $3,000. The 50 kw version is priced at $100,000. All include solid state rectifiers on an optional basis, and use cavity power tubes in the amplifiers.

For stereo, promised on a 90-day delivery schedule, Collins will have a generator for $1,295.

Due in the near future is a complete phonograph equalizer pre-amp for stereo, including a three-stage transistorized unit with a choice of two inputs and four response curves. The present 356H1 preamplifier sells for $125.

New in the Collins line is a 20V3, 1 kw am transmitter which can be stepped down to 500 w or 250 w. It sells for $4,775.

Another new item in the Collins line is a three-channel, remote amplifier completely transistorized, which operates from 14 ordinary "drugstore" flashlight batteries. It contains three tones for checking line fidelity—100 cps, 1,000 cps and 5,000 cps—and phonograph pickup inputs for use with turntables. A feature of the 212H1 is a "sure-grip" thumb wheel for each channel, biased with a diagonal white line for riding gain. The device is priced at $325.

First relay satellite will be built by RCA

RCA will build the active relay satellite in the federal space agency's first experiment with an active repeater, it was announced last week.

Negotiations for the $3,250,000 contract will be between RCA and the Goddard Space Flight Center, it was explained. The Goddard center is part of the National Aeronautics & Space Administration. The RCA proposal was selected from seven plans submitted to NASA.

Up to now, NASA has experimented with passive, balloon satellites for narrow-band, voice and teletype circuits, bounced off these Echo satellites. Project Relay, the next step in NASA's communications development, is scheduled for next year. Planned is a 100 pound active repeater which will be lofted into a 3,000-mile-high orbit to be used for the transmission of multichannel telephone, telegraph and television signals with ground stations in Europe. Already signed to participate are the British General Post Office and the French Center for Telecommunications Studies. The satellite will contain relay apparatus to receive and retransmit radio and tv signals.

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Emmy awards go high-brow this year

HALLMARK'S 'MACBETH' WINS FIVE PLUS ONE HONORING THE SPONSOR

The Academy of Television Arts & Sciences came out bravely in favor of culture and high-level information Tuesday (May 16) in the annual presentation of "Emmy" awards for outstanding achievement during the 1960-61 tv season.

Five Emmy awards won by the *Hallmark Hall of Fame* two-hour color production of "Macbeth" cost $150,000 each in program production expenses. The estimated $750,000 spent filming the program was not all charged to the tv showing, however, as the film is being presented in motion picture theatres outside the U.S. and Canada (BROADCASTING, Oct. 10, 1960). The program's financial backers hope by this scheme to recoup some of the original costs, and perhaps eventually show a profit on the venture.

Good music, documentaries and news also ranked high. In the more popular field, Fred Astaire's *Astaire Time* and Rod Serling's *Twilight Zone* series garnered two of the coveted statuettes apiece. In the inter-network competition, NBC-TV and CBS-TV tied with 11 Emmies each, while ABC-TV programs won two.

Perhaps because of Gary Cooper's funeral, which many of the Hollywood performers had attended earlier in the day, the Emmy ceremonies seemed to lack their usual excitement. The audiences at Hollywood's Moulin Rouge and New York's Ziegfeld Theatre politely applauded the winners and the between-Emmy skits (which got their laughs mainly at tv's expense).

At home Arbitron reports that in the first half-hour of the show, 45.9% of the tv audience was watching the NBC-TV telecast for a 31.3 rating. In the second half-hour, the share of audience jumped to 51.5% (a 36.8 rating). (Arbitron did not survey the final 30 minutes of the telecast).

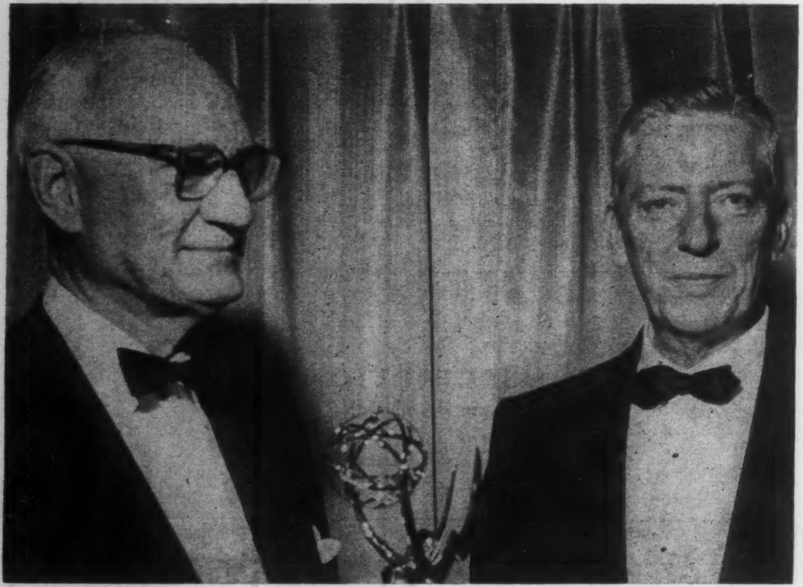
Here are the Emmy winners, listed by ATAS categories:

Outstanding program achievement in the field of humor: *Jack Benny Show*—CBS.

Outstanding program achievement in the field of drama: "Macbeth"—*Hallmark Hall of Fame*—NBC.

Outstanding program achievement in the field of variety: *Astaire Time*—NBC.

Outstanding program achievement in the field of news: *Huntley-Brinkley Report*—NBC.



Joyce C. Hall (l), president of Hallmark Cards Inc. received a special Emmy from ATAS for sponsoring 'Hall of Fame' for the past 10 years. The series' two-hour colorcast of 'Macbeth' won awards in five Emmy categories. Congratulating Mr. Hall is Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Hallmark agency.

Outstanding program achievement in the field of public affairs and education: *The Twentieth Century*—CBS.

Outstanding program achievement in the field of children's programming: *Young People's Concert*—"Aaron Copland's Birthday Party"—CBS.

Outstanding single performance by an actor in a leading role: Maurice Evans—"Macbeth"—*Hallmark Hall of Fame*—NBC.

Outstanding single performance by an actress in a leading role: Judith Anderson—"Macbeth"—*Hallmark Hall of Fame*—NBC.

Outstanding performance by an actor in a series (lead): Raymond Burr—*Perry Mason*—CBS.

Outstanding performance by an actress in a series (lead): Barbara Stanwyck—*Barbara Stanwyck Show*—NBC.

Outstanding performance in a supporting role by an actor or actress in a single program: Roddy McDowall—"Not Without Honor" — *Equitable's American Heritage*—NBC.

Outstanding performance in a supporting role by an actor or actress in a series: Don Knotts—*Andy Griffith Show*—CBS.

Outstanding performance in a variety or musical program or series: Fred Astaire—*Astaire Time*—NBC.

Outstanding achievement in the field of music for television: Leonard Bernstein—*Leonard Bernstein and the New York Philharmonic*—CBS.

Outstanding writing achievement in drama: Rod Serling—*The Twilight Zone*—CBS.

Outstanding writing achievement in comedy: Sherwood Schwartz, Dave O'Brien, Al Schwartz, Martin Ragaway, Red Skelton—*Red Skelton Show*—CBS.

Outstanding writing achievement in the documentary field: Victor Wolfson—*Winston Churchill, The Valiant Years*—ABC.

Outstanding directorial achievement in drama—George Schaefer—"Macbeth"—*Hallmark Hall of Fame*—NBC.

Outstanding directorial achievement in comedy: Sheldon Leonard—*The Danny Thomas Show*—CBS.

Outstanding achievement in art direction and scenic design: John J. Lloyd—*Checkmate*—CBS.

Outstanding achievement in cinematography for television: George Clemens—*The Twilight Zone*—CBS.

Outstanding achievement in electronic camera work: Charles Schmidt—Red-e-o-Tape mobile unit—"Sounds of America"—*Bell Telephone Hour*—NBC.

Outstanding achievement in film editing for television: Harry Coswick, Aaron Nibley, Milton Shifman—*Naked City*—ABC.

The program of the year: "Macbeth" —*Hallmark Hall of Fame*—NBC.

In addition, there were:

Technical award: RCA, Marconi Wireless Telegraph Co., English Electric Valve Co., for development of the 4-½-inch image orthicon tube and camera.

Trustees awards: Joyce C. Hall, president, Hallmark Cards; National Educational Television & Radio Center and its affiliated etv stations.

Special trustees citation: to all who participated in the presidential debates, especially John F. Kennedy and Richard M. Nixon.

20th Century-Fox big profit potential

Twentieth Century-Fox Corp. stands to profit by $16.5 million should NBC-TV decide to exercise an option and contract for the whole package of more than 90 post-1951 films. This was revealed at a meeting last week in New York where film company stockholders heard details for the first time on Twentieth's licensing of NBC to telecast 30 of the films next season.

It was also announced that consolidated earnings for the 13 weeks ending April 1 amounted to $1,669,244, equal to 68 cents a share on 2,446,986 shares of common stock. Last year's first quarter figures showed consolidated earnings of $1,602,282, or 69 cents a share on 2,338,536 shares.

This year's quarterly profit was derived from the rental of feature movies to tv, from programs produced specifically for tv, and from other operations. Stockholders were also told that the company's tv station in Minneapolis-St. Paul, KMSP-TV, had become a full affiliate of ABC and that this affiliation will result in increased profits. Twentieth Century-Fox will produce three 60-minute programs and 2 half-hour shows for network tv next season.

Robertson forms Juggernaut

Dale Robertson, star of NBC-TV's *Tales of Wells Fargo,* has formed a production unit for next season's full-hour color version of the western series. Mr. Robertson announced last week that his new company, Juggernaut Inc., also expects to package other tv and motion picture properties.

Mr. Robertson, who will continue in his role as Wells Fargo agent Jim Hardie in the expanded series' new time period (Sat., 7:30-8:30 p.m. NYT), is president of Juggernaut. He named the following to executive posts: Earle Lyon, vice president; Sol Laventman, treasurer, and Milton N. White, secretary. Company offices are on the Revue Studios lot, Hollywood.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

May 22-26 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

May 22-26 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

May 22-26, 29-31 (10:30-11 a.m.) **Play Your Hunch,** part.

May 22-26, 29-31 (11-11:30 a.m.) **The Price Is Right,** part.

May 22-26, 29-31 (12:30-12:55 p.m.) **It Could Be You,** part.

May 22-26, 29-31 (2-2:30 p.m.) **The Jan Murray Show,** part.

May 22-26, 29-31 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

May 22,29 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

May 24, 31 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

May 25 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

May 26 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

May 27 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

May 27 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

May 27 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

May 28 (6-6:30 p.m.) **Meet the Press,** co-op.

May 28 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

May 28 (9-10 p.m.) **The Chevy Show** Chevrolet through Campbell-Ewald.

May 31 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Film sales...

Ed Allen Time (Fred A. Niles Productions, Chicago) Sold to WNEM-TV Bay City, Mich., and WOOD-TV Grand Rapids, Mich. Renewals: WAST (TV) Albany, N.Y.; KBTV (TV) Denver.

Background: This video tape exercise show for housewives originates at WWJ-TV Detroit.

Superman (Flamingo Films) Sold to WMTW-TV Poland Spring, Me.; WNEM-TV Saginaw Bay City, Mich.; KXLY-TV Spokane, Wash.; WMAZ-TV Macon, Ga.; KMTV TV) Omaha, Neb.; WHTN (TV) Huntington, W. Va.; KTTV (TV) Los Angeles; WVUE (TV) New Orleans; KPRC-TV Houston; KVOS-TV Bellingham, Wash., and WBAL-TV Baltimore. Also sold in following foreign markets: Japan, Philippines and Brazil.

Program notes...

Johnson story ▪ David L. Wolper Productions, Hollywood, will produce a documentary tv film, *The Rafer Johnson Story,* depicting the athlete's life from childhood through his triumph in the 1960 Olympic Decathlon. The show is being produced by Jack Haley Jr. with Mel Stuart directing. F&M Schaefer Brewing Co., N.Y., through BBDO, will sponsor the film for regional airing in the East. Negotiations are being conducted with several western agencies.

Astronaut recording ▪ MP-TV Services, Hollywood, is making available a documentary tape recording of the space flight of America's first astronaut. The tape, complete from blast-off at Cape Canaveral to recovery aboard the *U.S.S. Lake Champlain,* is half hour in length and sells for $4.95. It's on a seven-inch reel. Send all inquiries to the company, 7000 Santa Monica Blvd., Hollywood 38.

Oscars unpopular ▪ Nearly 4-million fewer people watched Oscar being given away this year than last year, according to a Sindlinger & Co. report released two weeks ago. The 1961 Academy Award telecast of April 17 on ABC-TV was viewed by 63.9 million people com-

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Film executives who are made, not born

The talent behind the camera is just as important as the talent before the camera.

Screen Gems knows this. It realizes, too, that with tv's rapid expansion, good young writers, directors, producers and other executives just do not stroll into the employment office.

That is why SG initiated its long-range program for personnel development. The first products are already coming off the line:

John Rhone, the first winner of a Screen Gems UCLA fellowship has completed a five-month indoctrination into the operating procedures followed by a producer of filmed programs for television. At the same time a second Screen Gems fellow has started his training course at the company's Hollywood studios.

Both are graduate students in the theatre arts department of the University of California at Los Angeles and both were chosen for the Screen Gems apprenticeships by the department faculty. Mr. Rhone is a student in the television division of the department; the second, Philip Kearney, comes from the motion picture division; the plan is to alternate the fellowship awards between the two divisions. Work done during the period at Screen Gems counts toward a master's degree and also carries a stipend of $300 a month.

William Dozier, vice president in charge of west coast activities for the tv arm of Columbia Pictures, who instituted the program, explains why SG founded the fellowships: "We're trying to do something to develop good production people for our business. There's lots of money being spent scouting for new faces in front of the camera, for young actors and actresses to replace inevitably aging stars, but practically nothing to make sure that these new stars will have good producers, directors and executives to handle the behind-the-camera part of the business.

"In the more than 20 years that I've been in a position to hire and fire, I've had 200 to 300 young men and women come into my office, clutching their new degrees in motion picture writing or production, or recently in television, and feeling all they have to do is walk in and take over. It doesn't quite work out that way. There are things that can't be learned from lectures and books but only by finding your way through the jungle yourself. What we're trying to do is to get bright young people and introduce them to our jungle to expose them to everything we do and give them a chance to see where they fit best."

No Set Curriculum ▪ Each fellowship winner gets his own office at Screen Gems and is expected to keep regular hours at the studio, working in this department and that until he has an overall picture and is ready to concentrate on what he does best. "There is no set curriculum," Mr. Dozier said. "Graduate students are generally allowed to pick their own courses on campus and we give them the same freedom as they continue their education at the studio. The main difference is that we pay them a subsistence wage instead of their paying us tuition."

When Mr. Rhone first came to Screen Gems last fall, he was assigned to *Dan Raven,* a new hour-long series, which gave him an opportunity to observe the transition of an idea to a completed script, the casting process and the other activities needed by a new program. For two months he worked closely with Tony Wilson, co-producer, on the shooting stage and in the projection room where he saw four programs through from the daily rushes to the final prints, edited and equipped with three sound strips to add dialogue, music and sound effects to the picture.

From *Dan Raven,* Mr. Rhone moved to *My Sister Eileen,* another new series which "was the same, only different," since it is a comedy series instead of adventure, a half-hour instead of an hour, shot mostly inside the studio instead of outside, with five continuing characters and others who appear from time to time instead of *Dan Raven's* only two regulars. Even the editing and printing problems are different, since *Eileen* has a laugh track, which calls for decisions on which lines should get laughs and whether they should

pared to last year's audience of 67.6-million, a 7% decrease. Other disclosures in the report: some 14-million more women than men watched the telecast, and the program had more total viewers in the Midwest than in any other section of the country.

CBS-TV specials ▪ Kirk Browning will direct *Noah and the Flood,* hour-long dance drama composed by Igar Stravinsky and choreographed by George Balanchine. The work, scored for orchestra, chorus, solo voices and narrator, will have its world premier during the 1961-62 season on CBS-TV. Another special, an operatic monologue called *The Accused,* had its premiere on the network Sunday, May 7.

Tv gets prize-winner ▪ Tad Mosel, whose current Broadway play, "All the Way Home," won a Pulitzer Prize, has been signed to write the first play for a new series of six original hour-long productions to be shown on CBS-TV next season. Entitled "That's Where the Town is Going!" Mr. Mosel's drama will premiere in October under the sponsorship of the Westinghouse Electric Corp.

AMA endorsement ▪ The American Medical Assn. has endorsed ABC-TV's medical series entry for next season, *Ben Casey* (Wed. 10-11 p.m.). In a letter to James Moser, producer of the ABC series, Dr. Eugene F. Hoffman, chairman of the Physicians Advisory Committee on tv, radio and motion pictures of the AMA, predicted that "the entire medical profession" would like the program and he compared it favorably with a past tv series, *Medic.*

Fire safety film ▪ National Board of Fire Underwriters, N. Y., which has a library of 30 educational films, has released "The Science of Fire," a new 16 mm., 20-minute color film for tv showings. Produced by MPO Productions Inc., the film may be obtained on free loan by writing to the Bureau of Communication Research Inc., 267 W. 25th St., New York 1.

Theme song ▪ WJEL Scranton, which introduced "Sound of The City," an original score, as its theme song has found that it has been designated as that city's official song. The station soon hopes to make an album available to listeners.

Project Hope ▪ *Project Hope,* half-hour documentary radio program produced by WJR Detroit, has been broadcast over 1300 stations, according to Ralph C. Charbeneau, advertising and public relations director of Ex-Cell-O Corp., Detroit, the program's sponsor. It was produced to bridge the time gap between the completed film and the shooting of the television documentary, also called "Project Hope."

Screen Gems' William Dozier (c), who heads west coast tv activities for the tv film production firm, with the first two university graduate students in the company's on-job fellowship program to train future executives: John Rhone (r) has completed training and is now on the Screen Gems payroll. Philip Kearney (l) has just embarked on the company's apprenticeship training tour of duty.

be titters, chuckles or hearty guffaws.

Well Exposed ▪ Mr. Rhone spent about six weeks with *My Sister Eileen,* then moved into the publicity department to find out how it operates. He also watched several thousand feet of stock footage with a production man who was looking for some scenes with horses. And he talked to writers, especially Gene Rodenberry, who had the office adjoining his.

"I pretty much made up my own schedule," he says. "I was free to go wherever I wished and to talk to anyone and ask whatever questions occurred to me. I had great freedom."

One thing was a permanent part of his weekly schedule, without change during the entire five months: a weekly planning meeting held by Mr. Dozier each Thursday afternoon with all the Screen Gems producers and department heads, who discuss the progress and problems of the programs then in production and the plans for future shows.

Mr. Rhone completed his fellowship period by working with Harry Ackerman, executive producer of three series and in charge of development of several new programs. "Here I got an entirely new aspect," he says. "I sat in on interviews for casting new shows and had the chance to express my own opinions. I went to screenings of the shows he supervises and saw how he, not being too closely involved with the day-to-day problems of each program, was able to see it with a fresh point of view from which he made the final decisions on each episode.

Still on Staff ▪ His fellowship over, Mr. Rhone is still a member of the Screen Gems staff, still assigned to Mr. Ackerman, but now he is on a regular salary from the studio. The permanent employment of Mr. Rhone is not to be taken as a precedent, Mr. Dozier stated, adding that he hopes all future Screen Gems fellows come through their tours of duty as well as Mr. Rhone.

Mr. Dozier also wishes other tv program producers would establish fellowships of their own to train future executives. He tried to get CBS to do it when he was there and "I got some expressions of sympathy with the idea, but it got lost in the shuffle of a big organiaztion. Screen Gems is smaller and more wieldy.

"Our two-a-year is a good start, but it's only a start," he says. "There's room for a lot of others to join us. So far, I can truthfully say, "Come on in, the water's fine.' "

Columbia U. awards ▪ Winners of the 11th annual Columbia U. Journalism Alumni Awards include Oliver Gramling, assistant general manager of the Associated Press, who was instrumental in developing the AP news report for radio, and Reuven Frank, producer of *Huntley-Brinkley News* on NBC-TV. Winners were announced May 1 by the Columbia Graduate School of Journalism.

Animation award ▪ National Cartoonists Society presented Bill Hanna and Joe Barbera, creators of *The Flintstones,* a weekly ABC-TV cartoon series, with a silver plaque for "best in animation" at the Society's 15th annual dinner at the Lambs Club in New York April 25.

The Manipulators ▪ KTSM El Paso, Tex., in a two-part, 90-minute program, *The Manipulators,* investigated the political situation in Mexico with emphasis on nearby Juarez. The show, taped over a six week period, was narrated by Conrey Bryson and Jack Chapman and written and produced by Earl Shorris.

Spanish films ▪ Tom Corradine & Assoc., Hollywood, has acquired tv rights to 200 post-'50 Spanish-speaking films in association with George Caputo, N. Y. Films will be used on a Los Angeles tv station to reach the city's Spanish-speaking public, according to present plans. Les Hellman has been appointed producer of the series, titled *Pan-American Theatre.*

Football broadcasts ▪ Ivy Broadcasting Co. has acquired exclusive radio rights to the 1961 football games played by the Buffalo Bills of the American Football League. About 20 stations are included in the lineup, originating at WBEN Buffalo

Hillman award ▪ The 1960 Sidney Hillman Prize Award for television has been awarded to Walter Peters, ABC News producer, and Marshal Diskin, director, for "Cast the First Stone" in ABC-TV's *Bell & Howell Closeup!,* shown in September 1960. The honor, which includes a $500 cash award, was the only 1960 Sidney Hillman award for broadcasting.

New syndie ▪ 39 half-hour tapes of *Zoorama,* tv show produced by KFMB (TV) San Diego, are being distributed nationally by Peter M. Roebeck & Co., N. Y. *Zoorama,* originating at the San Diego Zoo, has been televised live by the station for over six years.

New show ▪ Tri-Video Corp., N. Y., has announced the forthcoming production of a new half-hour weekly tv film series *The Presidents.* Each episode will deal with a different U. S. chief executive, in chronological order from George Washington through John F. Kennedy.

WFBM-AM-FM-TV go to the big race

Coverage of U.S. Auto Club dinner in Indianapolis by WFBM-AM-FM-TV was the first in a record series of 105 programs—most of them remote—by which the Indianapolis stations are planning to cover events surrounding the world-famous "500" Mile Race on Memorial Day.

Fourteen television and eight radio advertisers will sponsor the various broadcasts in this ambitious plan which will require a task force of about 50 men and $250,000 worth of technical equipment. A special "500" tv network involving several Indiana stations will carry WFBM-TV-originated programs from the track during the latter part of the month.

The main staple of WFBM-TV's coverage will be the daily presentation *Trackside,* a summary of events at the speedway. In addition, remote highlights will provide coverage of the Auto Club dinner, May 8; the Speedway qualifications, May 13, 14, 20, and 21; the Old Timers' Bar-B-Que (an event originated by WFBM), May 22; the Mechanic's Banquet, May 23; the $50,000 Golf Tournament; the Governor's Ball, May 26; and the Victory Dinner, May 31.

The race itself will be covered from three live tv camera locations at the track. Walkie-talkie communication will connect the major camera positions and a motorcycle will speed the exposed film to the WFBM-TV processing lab during the race. Four photo lab technicians and editors will work throughout race day at the WFBM studios putting the film together as it is developed. The finished product will be a half-hour recap show of the race at 8:30 p.m. that night.

WFBM personalities to be heard and seen on radio and tv during May include Tom Carnegie, WFBM director of sports, Jim McIntyre, Bernie Herman, and guest personality Freddie Agabashian, former "500" driver who is returning to the station for the third consecutive year.

New series ■ Don Fedderson Productions has set August as the time for filming the pilot of a new series, tentatively titled *Myrnalene,* created by Peter Tewksbury, who will produce the series, and his associate, Jim Leighton. Mr. Tewksbury this past season produced-directed the first 38 programs of the Fedderson *My Three Sons* series.

Another Ziv-UA fall entry ■ Ziv-UA has placed its second new series, *Ripcord,* into syndication, following *The King of Diamonds,* which was released a month ago. *Ripcord* is a half-hour, dramatic series centering around the exploits of a group of skydivers. It stars actor-athlete Larry Pennell.

Flintstones abroad ■ International Operations Div. of Screen Gems, N.Y., has announced that both Spanish and Japanese dubbing has begun on the first year's production of *The Flintstones.* The Hanna-Barbera creation has been sold in Japan and four Latin American countries.

From balloons to jets ■ A new 18-minute documentary, titled *Five Steps to the Jets,* is offered to television stations free on loan by Air France. The film, narrated by Ben Grauer, was produced for Air France by Richard de Rochemont. It depicts the development of aviation from the first balloon ascension to today's highspeed intercontinental jet airliners. Tv stations may use the film as a single program or in five separate episodes. Inquiries should be directed to Air France's district offices throughout the U. S. or to its public relations department, 683 Fifth Ave., N. Y. 22.

Bar group limits roles of judges, lawyers on tv

Judges should not appear on commercially sponsored television or radio programs even if they are not identified. Laywers, however, may appear provided they are identified as an "actor" or "performer."

So reads a new ethical rule of the American Bar Assn., an interpretation of the ABA's canons of ethics issued last week by the organization's committee on professional ethics. Although designed chiefly to cover tv, the opinion also covers radio and motion pictures, according to the committee chairman, James L. Shepherd Jr., of Houston.

ABA's new interpretation specifies, however, that both judges and lawyers may appear in their professional identities in mock trial programs that are educational and in public affairs series produced in cooperation with bar associations if these programs are not commercially sponsored. If the programs are commercially sponsored, judges should not appear but lawyers may. ABA said Judicial Canon No. 25 states a judge should not use "the power of his office or the influence of his name to promote the business interest of others."

What about interview, panel discussion or news documentary programs? If they are not commercially sponsored, both judges and lawyers may appear in their professional roles "provided always that such programs conform to the proper standards of bench and bar," ABA said. They may not, however, discuss pending cases specifically although they may give their opinions about general issues or programs. For instance, the judges or lawyers involved in the Chicago vote fraud trial could not appear on a panel discussing the subject, but they might appear and discuss a topic of individual rights in the context of topical events such as the bus burning in the south.

Spot news coverage of judges and lawyers as individual citizens or members of a community is not affected by the ruling, ABA indicated, except that, as above, judges should not appear in news clips commenting on cases or rulings before them or cases and rulings that are pending.

Four Star sees record in earnings for year

Four Star Television will enjoy record-breaking earnings of about $630,000, equal to $1.05 a share for the fiscal year ending June 30, President Dick Powell and Executive Vice President Thomas J. McDermott forecast Tuesday (May 16) at the company's annual stockholders meeting. The estimate was based on net income of $499,234, or 83 cents a share, for the nine months ended March 31, the executives reported; this compares to $281,537, or 47 cents a share, for the like period of the previous fiscal year. For the full year which ended June 30, 1960, Four Star's net was $317,506, or 52 cents a share.

On the basis of shows already sold for the coming season, next year should be even better, the stockholders were told. The top executives also said Four-Star is exploring the possibilities of syndicating the more than 1,100 shows in its film library and of intensifying its penetration of foreign markets.

All members of the board were reelected: Richard F. Powell, Thomas J. McDermott, Charles Boyer, David Niven, George A. Elber, A. Morgan Maree Jr., S. A. MacSween, Charles G. Boyle and Lewis J. Whitney Jr. After the meeting the directors reelected all the officers.

News programs for youth

NBC-TV and ABC-TV announced plans last week to televise news programs next season for young people. NBC said its news program conducted by correspondent Bob Abernethy for the 8 to 18 age group, will start Sept. 30 (Saturdays, noon-12:30 p.m.). ABC-TV's program of news for young people is also scheduled to start in September and will be a ten-minute show, probably occupying a 5 p.m. time slot five days a week. Journalism students from several schools will participate in the newscasts. Both network announcements followed closely FCC Chairman Newton N. Minow's NAB convention appeal for more children's programming on the networks.

Como replacement

Perry Como, whose Roncom Productions has been producing summer replacement shows for the singer's hour-long NBC-TV series in recent years, apparently is taking summer hiatus this year. Word is that NBC-TV plans to fill Mr. Como's time period this summer with hour-long British mystery thrillers, with Frank Gallup probably hosting the series.

Disney firms vote to merge

A special meeting of Walt Disney Productions stockholders on Tuesday (May 16) approved the proposed merger of Disneyland Inc., wholly owned subsidiary, into the parent company.

The meeting also voted to ratify the employment agreement between Walt Disney Productions and Walter E. Disney and amendments to an agreement between Disneyland Inc. and WED Enterprises Inc. The board of directors, convening after the stockholders meeting, elected three additional officers of Walt Disney Productions: Joseph Fowler, vice president in charge of Disneyland operations and construction; Robert Foster, assistant secretary; Richard Johnson, assistant treasurer. The board declared a cash dividend of 10 cents a share, payable July 1.

FATES & FORTUNES

BROADCAST ADVERTISING

Mitchell J. Epstein, copy group head, J. Walter Thompson, N.Y., joins Benton & Bowles, that city, as vp and creative supervisor.

William Free, vp and associate creative director, McCann-Marschalk, N.Y., named creative director. **Richard Fry,** associate creative director, elected vp. **Marcella Free,** who joined M-M last year, appointed vp and associate creative director. **Dana Blackmar** becomes associate creative director.

Mr. Crowther

Mr. Kroll

William Crowther and **Robert Kroll,** senior copywriters, William Esty Co., N.Y., named vps. Mr. Kroll, who joined agency in 1959, had previously served as group head at Lennen & Newell, and as tv copy director, Donahue & Coe. Mr. Crowther, who also joined Esty in 1959, was formerly copy chief, Donahue & Coe, and creative group head, Compton Adv.

Charles W. Johnson, associate of Gross & Roberts, advertising and pr agency in San Francisco, announces formation of own advertising and pr firm, to be located at 703 Market St., San Francisco 3. Telephone number is YU 6-6240.

George Vickery, publicity director for WTVJ (TV) Miami, appointed vp and director of J. Robert Rowley & Assoc., pr firm, that city.

Robert Betts, senior vp, Kudner Agency Inc., N.Y., named creative director.

James W. Packer, division manager with Ziv-UA, Chicago, named vp for Arthur Meyerhoff Assoc., that city. He will be in charge of preparation of merchandising and marketing plans.

Holmes E. Leed, director of radio & tv department of Strauchen & McKim advertising agency in Cincinnati, appointed vp. Mr. Leed, who has been associated with agency for past seven years, is also member of its plans board.

John J. Odell, vp in charge of marketing for Keyes, Madden & Jones, Chicago, for past 15 months and before that with Quaker Oats Co. for 24 years, to Roche, Rickerd & Cleary, Chicago, as vp in charge of marketing.

Dan C. Madden named vp and general manager of Seattle office of Grant Adv., replacing **William M. Burke,** who has resigned to devote his full attention to management of James Henry Packing Co. **Roland H. Burke,** vp in Seattle office, named senior vp and consultant. Mr. Burke will continue to headquarter in Seattle office.

Sherman Headley, WCCO-TV Minneapolis-St. Paul, re-elected president of Minnesota Broadcasters Assn. Others re-elected were **James Hambacher,** KBUN Bemidji, first vp; **Thomas Young,** KMMT (TV) and KAUS, both Austin, secretary-treasurer. **Jack Lemme,** KLTF Little Falls, elected second vp, succeeding **Cliff Hedberg,** KMRS Morris.

Mr. Parker H. Vincent, Chief Engineer
WMTW-FM, Mt. Washington TV Inc.
Poland Spring, Maine

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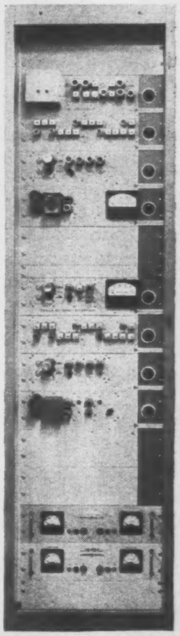

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WWL-TV's big new afternoon show scores with the kids!
Brakeman Bill runs the best known railroad in these parts, a model train that's the envy of every child's eye. Big entertainment package includes Popeye & Bugs Bunny cartoons. The kids find their favorite shows on WWL-TV!
Represented nationally by Katz
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People Are Switching
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Nat'l Rep.: Robert E. Eastman & Co., Inc.

Hoyt E. Allen, formerly supervisor of tv commercial productions, Foote, Cone & Belding, N.Y., joins Fuller & Smith & Ross, that city, as executive producer of Alcoa broadcast commercials.

Florence W. Goldin, vp and director of Grey Adv., New York, succeeds **Evelyn Lee Jones,** business manager of Donahue & Coe, that city, for two-year term as president of Advertising Women of New York. Others elected were **Lucene Fergus,** J. Walter Thompson, first vp; **Josephine Foxworth,** McCann-Erickson, second vp; **Jeannette Lebrecht,** Grant Adv., treasurer; **Maureen Callahan,** *Redbook* magazine, assistant treasurer; **Lee Brower,** BBDO, corresponding secretary; **Mary Kersey Harvey,** *Saturday Review,* recording secretary.

J. Neil Reagan, vp, McCann-Erickson, Los Angeles, re-elected president of Radio-Television-Recording and Advertising Charities, charity fund raising organization of Los Angeles entertainment and advertising industries, Thursday, May 11. Others re-elected were **John West,** NBC vp; **Randy Wood,** Dot Records, vp; **Cy Pearson,** United California Bank, treasurer; **Robert Purcell** KFWB Los Angeles, was elected secretary.

Bill Sansing, vp and account supervisor of McCann-Marschalk Co., N. Y., appointed manager of agency's office in Cleveland, succeeding Robert Cole, senior vp who continues in Cleveland to supervise expanded activities in Midwest.

Frederick C. Williams, since 1958 account executive at Clinton E. Frank, Chicago, elevated to account supervisor.

John Tully, account executive with Batz-Hodgson-Neuwohner, St. Louis advertising agency, named media director for Frank Block Assoc., advertising and pr agency, that city.

Robert R. Schroeder named director of pr services for Griswold-Eshleman, Cleveland, Ohio, advertising agency. **William N. Troy** named to newly created post of manager of industrial publicity.

Robert H. Graf and **John J. Goshen** join tv sales staff of Peters, Griffin, Woodward, N.Y. Mr. Graf was formerly with Select Station Representatives, N.Y.; Mr. Goshen was with WCBS-TV New York.

Robert Daubenspeck, for 10 years with NBC-TV and most recently sales planning director in its Chicago office, has joined media department of Foote, Cone & Belding, Chicago, in newly created position of supervisor of broadcast facilities.

Mr. Oswald

George Oswald, senior vp and coordinator of Geyer, Morey, Madden & Ballard regional offices, elected director of agency. Mr. Oswald, who joined firm in February of this year, was previously vp, Kenyon & Eckhardt, N.Y., serving for nine years as director of K&E's branch offices and as account supervisor.

Frederick Karch, former program manager of WCAU Philadelphia, joins Ball Assoc., advertising agency, that city, as account executive in charge of radio and tv.

Kent N. Westrate, formerly with Tatham-Laird, Edward H. Weiss & Co., and Ruthrauff & Ryan, to Wade Adv., Chicago, as account executive on Toni account.

Patrick E. Jordan joins Allenger Adv., Brookline, Mass., as copy chief.

Conrad F. Meier, formerly with production department of KGNO-TV Amarillo, Tex., to copy department of McCormick Adv., that city.

George Champion Mead, for three years copy supervisor at Reach, McClinton & Co., Chicago, rejoins Earle Ludgin & Co., that city, as senior copy writer.

Gerald J. Voros joins William Kostka & Assoc., Denver pr and advertising consultants. He previously was pr representative for E. & J. Gallo Winery in Modesto, Calif.

Sal Greco, formerly advertising manager of Raymond Rosen & Co., RCA distributor in Delaware Valley area, appointed account executive at Bauer & Tripp, Philadelphia.

William J. Wiggins and **Philip N. Sabatino** join Henry J. Kaufman & Assoc., Washington, as account executive and art director, respectively. Mr. Wiggins was national representative for United Features Syndicate, while Mr. Sabatino was art director for Art Designers Inc.

Joy Wright, for past three years pub-

Chuck Read's
Piano
Playhouse
●
Box 414 • Doylestown • Pa.

licity director of Dallas County Community Chest, rejoins Jack Wyatt advertising and pr agency in Dallas. Miss Wright will handle press relations for firm and its clients, and serve as account executive.

Burl Robins joins copy department of Allen & Reynolds, Omaha, Neb., advertising agency.

THE MEDIA

F. T. Boise named station manager of KCBQ San Diego, Calif. Formerly with John Blair & Co. in Los Angeles for four years, he had also been station manager for KFSD San Diego.

Randolph Gretes named station manager of WRSC State College, Pa. Mr. Gretes' managerial experience includes WWBZ Vineland, N.J. and KPRL Moscow, Idaho. Station is scheduled to go on air May 29.

Andrew Andreotti and **Robert E. Weaver** named general manager and station manager, respectively, of KAMP El Centro, Calif. Mr. Andreotti is chairman of board and majority stockholder; Mr. Weaver is program director.

Walt Lawson, general manager of KPEP San Angelo, to KDAV Lubbock, both Texas, headquarters of Western Broadcasting Co., as manager of four station group. Other stations are KZIP Amarillo, Tex., and KPIK Colorado Springs, Colo. Mr. Lawson's duties were split between Sales Manager **Tom Mullins,** who assumes charge of regional and national accounts, and News Director **Bill Nicholson,** who assumes duties of office manager.

Sy Levy named station manager of WACE Chicopee, Mass. He has been associated with station for past eight years, serving as program director for last five. Before joining station, he was associated with WTXL West Springfield, Mass., WREB Holyoke, Mass., and KABQ Albuquerque, N.M.

Wally Sherwin joins KHJ-TV Los Angeles in newly-created post of director of programming, effective June 1. **Hal Phillips,** KHJ-TV's program director, is promoted to director of station operations, reporting to Mal Klein, vp and general manager. Changes are in line with KHJ-TV's new programming.

Mr. Wagner

Morton J. Wagner named executive vp and managing director of Gordon Broadcasting Co., (KQBY-AM-FM San Francisco, KSDO San Diego, KBUZ-AM-FM Phoenix, Ariz.). Mr. Wagner, who will headquarter in San Francisco, recently resigned from Bartell stations, as vp and general manager.

Farm director award

Herb Plambeck, farm director for WHO Des Moines, Iowa, selected as 1960 national winner of Animal Agriculture Award for farm broadcasters, sponsored by American Feed Manufacturers Assn. Award, was presented to Mr. Plambeck (r) by Richard L. Kathe, AFMA pr director, at association's 53 annual convention in Chicago, for "consistently outstanding service to animal agriculture," based upon "broadcasts of the highest quality, vitally needed for farm business and farm living."

Alan May and **Jack M. Ostrow** elected to board of directors of National Telefilm Assoc., N.Y., replacing **David J. Melamed** and **Samuel P. Norton,** who have resigned. Mr. Ostrow, Los Angeles attorney and accountant, is member of board of National Theatres & Television and its executive committee. Mr. May is vp and treasurer of NT&T.

Mr. Norton also resigns as president of Cinemiracle Pictures Corp., Williamsport Cable Co., Southern CATV Systems, and National CATV Systems, all NT&T subsidiaries. Mr. Norton joined National Telefilm Assoc. in 1959 and shortly afterward became associated with NT&T when NTA became its subsidiary.

Sheldon Smerling elected to board of directors of National Theatres & Television. In addition to his other duties as executive vp and chief operating officer, he will also assume charge of theatre operations.

Albert G. Zink and **Charles B. King** appointed to new managerial duties with General Electric Broadcasting stations WGY, WRGB (TV) and WGFM (FM), all Schenectady, N.Y. Mr. Zink, who was manager of news and special events for stations, was named manager-programs for broadcasting stations operation. Mr. King, formerly manager of studio operations, named manager-production.

Sydney E. Byrnes of WADS Ansonia, Conn., elected president of Connecticut Broadcasters Assn. Also elected were **Robert Tyrel** of WTIC Hartford as vp and **Herbert Rice** of WILI Willimantic as secretary-treasurer.

Murray Arnold, manager of WPEN Philadelphia, elected president of Television & Radio Advertising Club of Philadelphia.

Stuart J. Hepburn, president of KNOK Fort Worth, Tex., elected president of Fort Worth chapter of The American Business Club.

Edmund S. Dorsey appointed news director of WEBB Baltimore. He formerly was editor of Associated Correspondents News Service (newspaper-radio news service) in Washington, D. C.

Charles Burge named midwest director of client relations, CBS Radio Spot Sales, Chicago. Mr. Burge, who served as sales manager of KPLR-TV St. Louis and KWRE Warrenton, Mo., was former sales manager of KMOX St. Louis.

Rhea C. Stone, chief announcer, KVIP Redding, Calif., and tv personality with KVIP-TV, that city, resigns to form regional advertising and promotional agency with **Paul Corbin** of Santa Rosa. Agency to be known as Corbin-Stone & Assoc., will have offices in both Redding and Santa Rosa.

Walter Neiman, program department, WQXR New York, named program director, succeeding **Eleanor N. Sanger,** who has been with station since its founding 25 years ago. Mrs. Sanger will remain in advisory post as program consultant. Mr. Neiman joined station eight years ago, and has headed program department on temporary assignment since Jan. 1.

Jay Childs appointed program director for WWIL-AM-FM Ft. Lauderdale, Fla.

Mr. Baylor

Ben B. Baylor Jr., formerly in managerial positions with WMAL-TV Washington, D. C., WANE-TV Fort Wayne, Ind., and with radio-tv division of Triangle Publications, in New York, joins WVUE (TV) New Orleans as general sales manager.

Leslie H. Norins, general sales manager of KFRE-AM-TV and KRFM (FM) Fresno, appointed general manager of KEYT (TV) Santa Barbara, both California.

Charles W. Vaughan Jr., former assistant general manager in charge of programming, WCET (TV) Cincinnati, joins National Educational Television & Radio Center, N.Y., as program associate for science.

Mr. Altemus

Mr. Schloeder

Mr. Eager

Stanley Schloeder, John P. Altemus and **Alfred G. Eager** join Storer Television Sales, N. Y., new rep firm, as account executives. Mr. Schloeder had served in similar capacity with WCBS-TV New York, for two and one half years. Mr. Altemus was with Paul H. Raymer Co. as account executive, prior to which he had served as salesman for WABC-TV New York. Mr. Eager had for past five years been serving as account executive for Edward Petry & Co. in New York.

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In this important ALBANY—SCHENECTADY—TROY MARKET . . .

Special balanced programming attuned to area preferences exposes more prospects to your selling strategy. And . . . viewer confidence in WAST multiplies the effectiveness of your sales message.

SELL Where People BUY

WAST

ch.13 ALBANY, N. Y.

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Burt Toppan named director of promotion and stockholder relations of Wometco Enterprises, Miami, Fla. Mr. Toppan had been pr and promotion director of Wometco's Miami WTVJ (TV) outlet.

William C. Hester, promotion director of CKLW-AM-FM-TV Windsor, Ont.—Detroit, appointed to similar capacity with KGB San Diego, Calif.

James B. Holston Jr. named public affairs director for KYW Cleveland. He had previously served as program manager of WANE Ft. Wayne, Ind. **Jim Leckrone** appointed production supervisor. Mr. Leckrone, who comes from WERC Erie, Pa., will also be in charge of station's music library.

Jack Laurence, currently member of WICC Bridgeport, Conn., news staff, appointed director of public affairs.

Henry D. Brenowitz, formerly advertising copywriter, MacGregor Sportswear Co., N.Y., joins WNTA Newark, N.J., as commercial continuity director.

Arthur Bartsch, named director of commercial animation for CBS Animations, new division of CBS Films Inc., N.Y. **Eli Bauer** will serve as design and story director for unit.

Lou Bortone, associate art director of Sackel-Jackson, advertising agency, Boston, to WBZ-TV, that city, as art director.

Hillis Bell Jr. named sales manager of KAKC Tulsa, Okla. He previously served as sales manager of KOIA Des Moines, Iowa.

Walter A. Kirkwood named sales manager of WILZ St. Petersburg Beach, Fla. He was recently associated with WLCY St. Petersburg as account executive.

J. Ross Felton, on sales staff of WMMN Fairmont, W. Va., promoted to sales manager.

Richard N. Jacobson, national sales manager of KHJ-TV Los Angeles, named assistant general sales manager of WOR-TV New York.

Joe Cook, director of promotion, H-R Representatives, N. Y., to director of public information and audience promotion, WCBS New York.

Paul C. Hill Jr., chief accountant at KCOP (TV) Los Angeles, named assistant controller of Crowell-Collier Broadcasting Corp., with headquarters at KFWB Los Angeles.

James J. Crane, sales manager for WLWT (TV) Cincinnati, named general sales manager of WLW, that city. **David F. Strubbe** appointed to post vacated by Mr. Crane.

Roy Drushall, national sales manager and director of merchandising at KABC Los Angeles, joins Sales Merchandisers of California as sales manager. SMC, headquartered in Los Angeles, offers assistance to food product producers shelf space, display and other service at retail level.

Peter P. Theg, formerly executive vp, Broadcast Time Sales, N.Y., joins MBS as account executive.

Richard E. Taylor appointed account executive for WLS Chicago, Ill., He previously had been with WAGA-TV Atlanta, Ga., and WJW Cleveland.

Jack F. Beauchamp, account executive with The Katz Agency in New York, joins Television Advertising Representatives, that city, in similar capacity.

John Scher, account executive for KOOL Phoenix, to KBUZ Mesa, both Arizona, in similar capacity.

Doyle Woods, formerly with KLOS Albuquerque, N. M., named account executive for KIXZ Amarillo, Tex.

Dave Buckel appointed night news editor for WHK Cleveland, replacing **Keith Morris,** who takes on dj responsibility. Mr. Buckel had previously been news editor for WHOT Campbell, Ohio.

Lisa Howard, formerly Mutual Broadcasting reporter, joins ABC News as its first full-time woman correspondent. Miss Howard, who left an acting career to go to MBS in July 1960, will report on ABC-TV's *Evening Report* (6-6:15 p.m. EDT); *News Final* (11-11:12 p.m. EDT) and ABC Radio newscasts.

Gerald D. Drucker, formerly with Ziv-UA, to New York sales staff of The Katz Agency. **Richard G. Doherr,** broadcast media supervisor, Fuller & Smith & Ross, Pittsburgh, joins radio sales staff.

Herb Davis, air personality with WMAL Washington, to WAVA-AM-FM Arlington, Va., in similar capacity.

Ed Kelly, formerly with KOL Seattle, Wash., joins KAYO, that city, as air personality.

Jimmie Williams joins WCKY Cincinnati as air personality. Mr. Williams replaces **Wayne Raney,** who resigned on doctor's orders.

Robert F. Cole, air personality with WADK Newport, R.I., to WESX Salem, Mass., as engineer and announcer.

RCA realigns tube department

George J. Janoff, manager, market-planning, receiving tubes, department of RCA electron tube division, Harrison, N. J., appointed market planning manager of entertainment tube products department. Other appointments: **Joseph A. Haimes,** from manager, administration and controls, distributor products department to manager, market planning, receiving tubes; **William H. Myers,** from special projects market planning manager to same assignment for kinescopes; **Howard M. Dean,** manager, tube industry marketing, to manager, electroluminescence and devices merchandising; **Frank P. Aitelli** to new post of administrator, government coordination and new products planning; **Morris S. Lewis,** from manager, merchandising, picture tubes, to administrator, merchandising, distributor entertainment receiving tubes; **Robert S. Davis,** from administrator, merchandising, kinescopes, to administrator, distributor merchandising, kinescopes; **Robert Avigdor,** from manager, product requirements and coordination, distributor products department, to manager, sales services and control, that section.

George Spelman and **Ivan Scott** join WIP Philadelphia news staff. Mr. Spelman comes from WILM Wilmington, Del., where he was program director. Mr. Scott was newsman with KYW Cleveland, Ohio. **Joel Samuelsohn,** account executive with WCAU Philadelphia, joins WIP sales department.

Ken Patton appointed to engineering staff of WLOS-TV's studios in Greenville, S. C.

Frederick B. Peach named staff announcer for WNAC-TV Boston. He formerly served with WHYN-AM-TV Springfield, Mass.

PROGRAMMING

Howard Koerner named executive in charge of product acquisitions for Official Films Inc., N.Y. Mr. Koerner, who is also counsel to production firm, began additional duties on May 15.

Sam Brownstein joins client relations department of Community Club Awards, Westport, Conn. Prior to joining CCA, he was sales manager of Broadcast Time Sales.

Rich Newman, formerly assigned to WXTV (TV) Youngstown, to Knoxville, Tenn., to handle *House Detective,* there. **Lou Tappe,** formerly commercial manager of WNPC Plymouth, N.C. joins HD Productions in Chattanooga, as salesman-announcer.

Howard Scaman and **Robert Foster,** both formerly with Knipchild-Robinson, Chicago merchandising agency, to Fred A. Niles Productions Inc., Chicago, as creative director and sales director, respectively, of newly formed merchandising division.

ALLIED FIELDS

Ben Cottone has announced, effective June 1, new partnership, Cottone & Fanelli, in practice of law at his offices at 1001 Connecticut Ave., Washington, D.C. New partner is **Joseph A. Fanelli,** in private practice in Washington since 1945. At one time he served as chairman of U.S. Board of Immigration Appeals.

GOVERNMENT

John F. Cushman, attorney adviser to Bureau of Prisons of Justice Department, named assistant general counsel in charge of administrative law and treaties division of FCC.

Phillip M. Swatek, Washington correspondent, named chief of Federal Aviation Agency's office of public affairs.

EQUIPMENT & ENGINEERING

Robert F. Davis appointed manager-sales of General Electric's tv receiver department in Syracuse, N.Y. Mr. Davis replaces **Joseph F. Effinger,** who has been placed on special assignments in Syracuse headquarters. **John S. Chamberlin** named to newly created post of manager-product planning and market research of tv receiver department. **James G. Walton,** district sales manager in Washington, D.C., for semiconductor products department, promoted to manager of rectifier product sales. Mr. Walton, who replaces **E. N. Sampson,** recently retired, will headquarter in Auburn, N.Y.

John T. Mallen appointed to newly created position of equipment sales manager-entertainment products for electric tube division of Sylvania Electric Products, subsidiary of General Telephone & Electronics, New York.

H. T. Harwood, advertising manager for Shure Bros., Evanston, Ill., electronics and high fidelity manufacturer, named pr director.

A. L. Hammerschmidt, formerly vp, engineering and facilities administration, NBC, joins RCA, Moorestown, N.J., as chief engineer, engineering department.

DEATHS

Edwin Cahn, 67, died May 14 of cerebral hemorrhage. He had been for past seven years director of Los Angeles office of The Pulse. Prior to that he was associated with George H. Hartman, Chicago agency, where he was executive vp, and prior to that was on staff of Avery-Knodel.

Birt F. Fisher, pioneer radio broadcaster in Pacific Northwest, died May 16 in Seattle, Wash., following long illness. Mr. Fisher, industry veteran of 20 years, entered broadcasting in 1925 when he purchased KTCL Seattle.

William P. Garden, 58, administrative assistant to president of BBDO, N.Y., died May 11 at his home in Jackson Heights, N.Y.

George DeSousa, 77, retired treasurer and vp of RCA, died May 11, of cerebral hemorrhage in Beverly Hills.

Harry D. Henshel, 70, vice chairman of Bulova Watch Co., N.Y., died May 15 at his home in N.Y. Bulova had at one time owned WNEW and WOV (now WADO) New York.

Ray C. Coffie, 54, account executive with KMNS Sioux City, Iowa, died following heart attack.

Augusto Godoy, manager of J. Walter Thompson office in Lima, Peru, died of heart attack May 6 in Lima.

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Radio Month: it's hitting record pace

STATION PROMOTIONS HIT A PEAK AS 92% USE NAB JINGLES

Observance of National Radio Month during May will reach a peak this week as J. L. Hudson Co., Detroit, one of the world's largest department stores, originates six days of programming over six area radio stations.

The store's annual volume of radio receiver sales has doubled in the last three years, reaching the $1 million mark in 1960. A spokesman for the store said observance of National Radio Month provides an appropriate opportunity to recognize "the remarkable resurgence of radio as a medium."

Here is the week's schedule of special days during Hudson's radio week—May 22 CKLW, May 23 WXYZ, May 24 WWJ; May 25 WJR; May 26 WLDM(FM), May 27 WJBK. The stations will broadcast live programs from studios set up on the 13th floor of the Hudson downtown store. Station personalities will be on hand.

Harry Lipson, station manager of WJBK and Michigan chairman of the National Radio Month observance, said the Hudson week is the highlight of state activities. "We, the broadcasters, feel that this special event points up the immediacy, flexibility and personality of radio as a medium," he said. He reminded that nine out of 10 families listen an average of 17 hours per week, have 48 million radio sets in homes, 38 million in autos and over 25 million portables.

Fullrange ▪ Besides program originations, the stations will feed programs over the store's public address system. Programming will range from symphonic to country and western music. News machines will supply coverage of world events at the store studios. NAB's jingle "Keep in Touch" and the radio month theme, "The Best Sound Around," will be featured by the store.

WLDM(FM) is planning to demonstrate stereophonic broadcasting at the store May 26.

Station participation in NAB's radio month promotion probably will exceed any past observance, according to John M. Couric, public relations manager of the association. A nationwide sampling of stations showed that 92% are using the NAB jingles. Spot copy was used by 71% as were NAB program ideas and news releases, 70%; promotion suggests, 68%; fact sheet, 60%; model speech, 43%; promotion mats 35%; postage meter slubs, 8%; and bumper strips, 7%. Performance of jingles averaged 42 times per week and live copy 48 times per week.

Among first reports from stations around the country were specially tailored plans to promote the month. WSB Atlanta is broadcasting frequent "tips" about the growth and vigor of the medium. For example it cites Pulse data showing radio listening is growing.

WXYZ Detroit is tying in its new concept of public affairs programming, utilizing the voices of national and world leaders to broadcast special messages on behalf of Detroit area service agencies. It is conducting a family-fun game titled "Know Your Listener." Detroit area tuners are invited to tell about themselves, their families, their work and their play plus suggestions on ways to improve the sound of radio.

The Competition ▪ WJPS Evansville, Ind., is saluting a dozen competing stations within its coverage area, including its three Evansville competitors, WGBF, WEOA and WIKY, according to the station. The WJPS "goodie wagon" is taking station music-makers around cities in the area. They are attired in Gay Nineties style. A score of cities will be visited. WJPS figures the promotion of all stations will demonstrate radio's progress.

A radio month message to all Florida stations was sent to Florida Assn. of Broadcasters, members by Sen. Spessard L. Holland (D-Fla.). In a letter to Lee Ruwitch, WTVJ(TV) Miami, FAB president, Sen. Holland said the public sometimes takes radio for granted, particularly generations that don't recall

WLS
CHICAGO
WLS

The cake-eaters were waiting

This three-tiered, 18-inch cake was eaten by about 200 media staffers at Ted Bates & Co., New York, to celebrate the first anniversary of WLS Chicago's Bright New Sound programming concept. Wielding knife at Bates is Jackie DaCosta while (l to r) Robert Decker and Arthur Goldstein of Bates and Arthur Vigeland of John Blair & Co., WLS national representative, await their turn. In all, WLS supplied cake to several thousand members of media departments at advertising agencies throughout the country, with single-layer cakes going to media departments of moderate size and the 18-inchers to larger agencies.

days when there was no broadcasting. He commended radio's contributions to individuals and communities in Florida and cited special services during World War II and subsequent years. "Today radio's unique ability to move goods and services in high volume at low cost is a significant factor in the economic greatness of this nation," he said.

WLOB Portland, Me., is carrying a capsule program titled *Opinion*, 60-second feature heard six times a day. Staff members have a chance to voice their opinions on any subject of their choosing.

KQTY Everett, Wash., is giving away a radio every day during radio month as well as other gifts, making 63 in all. The grand prize to be awarded June 1 is a six-speaker General Electric radio-stereo console. Contest entries are available at 30 local business establishments.

WABC New York is searching the greater New York area for young talent. The winner will receive a WABC contract.

The intensive month-long talent hunt is conducted daily at high schools and shopping centers. Station personalities aboard the "WABC Talent Search Mobile Unit" distribute audition applications at each stop. Those applicants who return forms to the station are eligible to participate in a series of studio audition parties at the end of the month. A panel of leading broadcasters will judge the taped auditions.

Petry brochure tells story of spot radio

The story of spot radio—its growth, its value and its future—is now available in a colorful, 19-page brochure produced by Edward Petry & Co., New York.

According to Petry's findings, "More people spend more time with more radios in more different places than at any other time in history."

The presentation goes on to laud other advantages of using spot. Some of them are: flexibility in time, place, and mood; commercial admission and carry-over; product association; third party recommendation and consumer attachment.

The brochure was passed out to delegates attending the NAB convention in Washington May 7-10 but more are available by writing to Edward Petry & Co., 3 E. 54th St., New York.

Quaker Oats buys repeat

Quaker Oats Co.'s second annual Aunt Jemima gospel sing talent hunt on Negro-programmed WBEE Chicago was so successful it ordered a replay Saturday (May 20) of the 2½-hour finals broadcast May 11. For 13 weeks WBEE aired taped auditions of 218 gospel groups involving 1,530 people. Listeners voted by Aunt Jemima self-rising flour label ballots.

Last year Quaker realized a 12% sales gain from this event, its only advertising for this product in any medium in Chicago and a product type that is in general decline with the advent of newer packaged mixes. The winning group, Sallie Martin Singers, sent its $200 prize check to the Pilgrim Missionary Baptist College in Nigeria. Quaker's agency is Clinton E. Frank Inc., Chicago.

Summer fun in autos

KGIL San Francisco, Calif., hosted 60 San Fernando Valley auto dealers at lunch Thursday (May 18) to play them promotional spots and show them window streamers announcing that "The San Fernando Valley is America's Auto Wonderland." The spots and streamers are part of a KGIL drive to get all valley residents to visit auto showrooms during the first two weeks in June to learn how their dealers can help them get more fun out of summer driving.

TvB's newest sales blurb

Tv's appeal to the public and to a great variety of advertisers is the subject of the Television Bureau of Advertising's latest sales presentation "TV Basics 4." Among other items, TvB reports that 5,566 different product brands advertised on national spot tv and 1,458 brands used network tv in 1960. This kind of advertising, the report indicates, gets great exposure because there are more than 54 million tv sets in use in 46.9 million homes.

All he won was a pretty smile

The old axiom, "To the victor belongs the spoils," doesn't always hold true. Here George H. Palmer (the almost winner) poses with Ruth Rea, Miss Washington of 1960, in the apparent climax to WWDC Washington's 20th anniversary birthday promotion. The station, which went on the air in 1941, awarded a cash prize to the listener who owned an automobile of the same vintage for the longest time. Mr. Palmer seemingly had it (the contest and the cash) in his pocket when Neil Burgess arrived just minutes prior to the deadline. Mr. Burgess had owned his car 18 days longer, making him the winner. Miss Rea, however, had already departed, leaving a joyous Mr. Burgess holding the loot. The Advertising Club of Washington also paid tribute to WWDC and President Ben Strouse as part of the birthday celebration.

Public affairs promotion can be fun

WIL ENLISTS 3,500 VOLUNTEERS FOR CHARITY CAMPAIGN

WIL St. Louis feels that public affairs activity by a radio station doesn't necessarily have to be "stodgy" and offers its own experience as an example.

Recently WIL completed a successful project in connection with Danny Thomas for ALSAC (Aiding Leukemia Stricken American Children) and St. Jude Hospital for Children, Memphis, Tenn., the actor's pet charity.

Reluctant to aid ALSAC's first plan —a special one-night door-to-door collection campaign—WIL chipped in with its own idea of "making it big." WIL then helped with the organizational planning, launched an extensive volunteer recruiting program and saturated the airwaves with a heavy spot campaign. Time and numbers were factors in the success or failure of the project—less than a month to secure 3,000 volunteers for the "March With Danny Thomas."

But the plan worked, attracting some 3,500 persons for the cause. Several hundred more had to be turned away.

Result: $7,000 in contributions with more coming in each day.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 11 through May 17. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Midland, Tex.—Midland Telecasting Co.—Granted uhf ch. 18 (494-500 mc); ERP 631 w vis., 324 w aur.; ant. height above average terrain 443 Ft., above ground 444 ft. Estimated construction cost $33,574, first year operating cost $60,000, revenue $66,000. P.O. address 300 West Wall. Studio and trans. location Marienfield & Wall Sts. Geographic coordinates 31° 59′ 54″ N. Lat., 102° 4′ 30″ W. Long. Trans. G.E. TT24A, ant. Alford 1044. Principals include **Dalton H. Cobb** and **Henry C. Darwin**, 49% each, and others. Mr. Cobb is independent oil operator. Mr. Darwin formerly owned KPAS Banning, Calif. and KHCD Clifton, Ariz. Action May 11.

Tulare, Calif.—KCOK Inc. Granted uhf ch. 27 (548-554 mc); ERP 39 kw visual, 2.09 kw aural; antenna height above average terrain 180 ft. Estimated construction cost $159,052, first year operating cost $180,000, revenue $200,000. P.O. address: P. O. Box 119, Tulare, Calif. Studio location Tulare, Calif. Trans. location 2 miles east of Tulare, Calif. Geographic coordinates 36° 13′ 11″ N. Lat., 119° 18′ 47″ W. Long. Trans. RCA TTU-1B, ant. TFU-24DL. Legal counsel Lester W. Spillane, San Francisco, Calif. Consulting engineer A. E. Towne, San Francisco, Calif. Principals include **Joel Keith Munger** and **Harriet E. Munger**, sole owners of all voting stock. KCOK Inc. is licensee of KCOK-AM Tulare, Calif. Action May 11.

APPLICATION

Montgomery, Ala., Alabama Educational Tv Commission—uhf ch. 26 (542-548 mc); ERP 18.3 kw vis., 9.16 kw aur.; ant. height above average terrain 594 ft., above ground 553 ft. Estimated construction cost $26,000, first year operating cost $29,000, revenue none. P.O. address 807 Protective Life Building, Birmingham, Ala. Trans. location Patterson Field, Madison Ave., Montgomery. Geographic coordinates 32° 22′ 52″ N. Lat., 86° 17′ 30″ W. Long. Trans. Federal, ant. Andrews. Consulting engineer A. H. Renfro Jr. Principals include **Rex Sikes, Vincent F. Kilborn, H. Maynard Layman, Mrs. Bertha Roberts, Harold T. Purdy.** Mr. Sykes is vp of Luverne Motor Co.; Mr. Kilborn is attorney; Mr. Layman is farm editor of newspaper; Mrs. Roberts is housewife; Mr. Purdy is president of pest control company.

Existing tv stations

ACTION BY FCC

KOCO-TV, ch. 5 Enid, Okla.—By letter, denied request for waiver of sect. 3.652(a) of rules to permit identification as Enid-Oklahoma City station. Commissioners Hyde, Craven and Cross dissented. Action May 17.

CALL LETTERS ASSIGNED

WJMY (TV) Allen Park, Mich.—Robert M. Parr, changed from WRMP-TV.

New am stations

ACTION BY FCC

Nampa, Idaho—Chester C. Whittington—Granted kc, 1 kw-D, 250 w-N. P.O. address Box 826, Nampa, Idaho. Estimated construction cost $10,274, first year operating cost $24,000, revenue $36,000. Applicant is minister. Action May 11.

APPLICATIONS

Wauchula, Fla.—Brush Bcstg. Co. 1600 kc; 500 w D. P.O. address Box 1148. Estimated construction cost $10,800, first year operating cost $18,000, revenue $27,000. Principals: **Georgia M. Brush, Jerold A. Brush** (50% each). Mr. Brush is engineer-announcer with WAUC Wauchula; Mrs. Brush is owner of radio-tv service business. Ann. May 12.

Warner Robins, Ga.—Mary M. Jarrard 1660 kc; 1 kw D. P.O. address Box 271, Broxton, Ga. Estimated construction cost $8,550, first year operating cost $30,000, revenue $48,000. Principal: **Mary M. Jarrard,** sole owner, is general manager of WDMG Douglas, Ga. Ann. May 10.

Honolulu, Hawaii—Paul C. Schafer. 1430 kc; 500 w unl. P.O. address 225 South Third St., Burbank, Calif. Estimated construction cost $12,975, first year operating cost $35,000, revenue $40,000. Principal: **Paul C. Schafer,** sole owner, owns KDOT Reno, Nev., and is president of Schafer Custom Engineering, Burbank. Ann. May 10.

Hastings, Minn—Hastings Bcstg. Co. 1460 kc; 1 kw. P.O. address 839 West 5th St. Estimated construction cost $20,400, first year operating cost $52,000, revenue $65,000. Principals: **John G. McKane,** pres., (51%); **John E. Hyde Jr.** v.p., (49%). Mr. McKane is special project co-ordinator, Bureau of Information., Minn. Dept. of Conservation. Mr. Hyde is half owner of KDHL Faribault, Minn. and has controlling interest in KSUM Fairmont, Minn. Ann. May 8.

Ocean City-Somers Point, N. J.—Bi-State Bcstrs. 1520 kc; 1 kw D. P.O. address c/o Mallyck & Bernton, 621 Colorado Bldg., Washington 5, D.C. Estimated construction cost $31,000, first year operating cost $48,000, revenue $50,000. Principals: **Chandler W. Drummond** (51%), **E. Theodore Mallyck** (49%). Mr. Drummond is owner of Tungsten Refining Co. Phoenix, Ariz. and director and principal stockholder of Detroit machine tool co. Mr. Mallyck is Washington attorney and has been staff attorney for FCC. Ann. May 8.

Richmond, Va.—1540 Radio Inc. 1540 kc; 10 kw D. P.O. address 710 Cary St. Estimated construction cost $60,694, first year operating cost $84,000, revenue $95,000. Principals: **John E. Grigg, Sam Kornblau, Joseph M. Kittner, B. Earl Dunn, Welford L. Coutes, George C. Valentine, Julian J. Blanton, Garland P. Clay, Clifford M. Robinson, Julian B. Jacobs** (each 10%). Messrs. Grigg and Kornblau are equal partners in contract and holding co.; Mr. Kittner is Washington attorney; Mr. Dunn is president and half-owner of Dunn Service & Storage Co., Richmond and 25% owner of auto firm; Mr. Coutes is insurance agent; Mr. Valentine is sales manager of rubber co.; Mr. Blanton is half-owner of trucking co.; Mr. Clay is general contractor; Mr. Robinson is president and 50% owner of insurance firm; Mr. Jacobs is half-owner of Jason Construction Co. and Chester Development Corp., both Richmond. Ann. May 8.

Ellsworth, Wis.—Ellsworth Bcstg. Co. 1430 kc; 500 w. P.O. address Ellsworth, Wis. Estimated construction cost $12,600, first year operating cost $22,000, revenue $36,000. Principals: **Bernard A. Meacham** and **Alvin E. Nelson,** each 50%. Mr. Meacham is electrical contractor; Mr. Nelson owns barber shop. Ann. May 10.

Existing am stations

ACTIONS BY FCC

WAJF Decatur, Ala.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action May 17.

KYOU Greeley, Colo.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and change trans. site; engineering conditions. Action May 17.

WSBB New Smyrna Beach, Fla.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chmn. Minow not participating. Action May 17.

WPOR Portland, Me.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chmn. Minow not participating. Action May 17.

WEMJ Laconia, N. H.—Granted mod. of cp to increase daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action May 17.

KCLV Clovis, N. M.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action May 17.

KDKA Pittsburgh, Pa., KYW Cleveland, Ohio—Granted authority through Aug. 11 to conduct special Conelrad tests utilizing frequency shift keying with deviation not to exceed 50 cycles from assigned frequency; conditioned that no interference will be caused to other stations or normal reception of programming impaired. Action May 17.

WICE Providence, R. I.—By letter, denied petition for immediate grant of application to make changes in DA system to provide greater and different coverage than is now afforded. Is licensed on 1290 kc, 1 kw, 5 kw-LS, DA-2. Action May 17.

KURA Moab, Utah—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Chmn. Minow not participating. Action May 11.

APPLICATIONS

KAHI Auburn, Calif.—Cp to increase power from 1 kw to 5 kw, install new trans. and make changes in ant. system. Ann. May 8.

KEEN San Jose, Calif.—Cp to increase nighttime power from 1 kw to 5 kw and make changes in DA system (1 additional tower) (Requests waiver of Sect. 3.28(c) of rules). Ann. May 8.

CALL LETTERS ASSIGNED

KWUN Concord, Calif.—Service Bcstg. Co.

KKJO St. Joseph, Mo.—MacRay Radio & Tv Corp., changed from KRES.

KRAZ Albuquerque, N. M.—KHAM Inc., changed from KHAM.

EDWIN TORNBERG
& COMPANY, INC.

E T

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

New fm stations

ACTIONS BY FCC

Santa Cruz, Calif. Radio Santa Cruz.—Granted 99.1 mc, 24 kw. Ant. height above average terrain —251 ft. P.O. address Box 1080. Estimated construction cost $20,180, first year operating cost $7,000, revenue $7,000. Principals are **Charles V. Berlin, Fred D. McPherson Jr.** and **Mahlon D. McPherson** (one-third each). Mr. Berlin is manager and one-third owner of KSCO Santa Cruz. Messrs. McPherson have equal interests in KSCO, real estate and newspaper publishing. Action May 17.

Des Moines, Iowa—New Directions Bcstg. Corp. Granted 94.9 mc, 3.2 kw. P.O. address 400 Empire Bldg. Ant. height above average terrain 200 ft. Estimated construction cost $15,498, first year operating cost $37,500, revenue $40,000. Stockholders of applicant are **Richard L. Hopkins** 19.3%, **Donald J. Hopkins** 14.4% and 13 others. Richard Hopkins is editorial writer. Donald Hopkins is fighter pilot. Action May 11.

***Oberlin, Ohio—Oberlin College Student Network Inc.**—Granted 88.7 mc, 10 w. P.O. address 163 West College St., Oberlin, Ohio. Estimated construction cost $2,630, first year operating cost $2,700. Non-profit, educational. Action May 17.

APPLICATIONS

Ottowa, Kan.—Ottowa Bcstg. Co. 95.7 mc; 6.69 kw. Ant. height above average terrain 153 ft. P.O. address Box 46. Estimated construction cost $12,400. first year operating cost $2,000, revenue $2,000. Principals: **Roderick B. Cupp, Edwina W. Cupp** (50% each). Mr. and Mrs. Cupp are partners in KOFO Ottowa. Ann. May 12.

Springfield, Ohio—World Evangelistic Enterprise Corp. 100.7 mc; 67.3 kw, unl. Ant. height above average terrain 309 ft. P.O. address 127 South Spring St. Estimated construction cost $35,505, first year operating cost $33,800, revenue $36,400. Principals: **Paul R. Pontis, R. Glenn Greenwood, Dwight W. Coffelt, Charles C. Shaw.** Mr. Pontis is president of industrial tool design co.; Messrs. Greenwood and Coffelt are ministers; Mr. Shaw is electronics consultant. Ann. May 10.

Kenosha, Wis.—Lake Zurich Bcstg. Co. 95.1 mc; 2.5 kw, unl. Ant. height above average terrain 380 ft. P.O. address 111 West Monroe St., Chicago 3, Ill. Estimated construction cost $21,017, first year operating cost $73,595, revenue $86,392. Principals: **John C. Daly, Norris C. Froelich, Paul W. Biehl, John Rossdeutcher, William Emery** (each 10%); **Margaret Rahmel** (50%). Mr. Daly is president of currency exchange firm; Mr. Froelich has been sheriff of Lake County, Ill.; Mr. Biehl is owner of vending co.; Mr. Rossdeutcher is partner in paper bag co.; Mr. Emery is attorney; Mrs. Rahmel is housewife. Ann. May 10.

Existing fm stations

ACTION BY FCC

■ Following fm stations were granted Subsidiary Communications Authorizations to engage in multiplex operations: WLOM Chattanooga, Tenn., WTRN-FM Tyrone, Pa., WKPT-FM Kingsport, Tenn., KDWC West Covina, Calif., condition, WCRT-FM Birmingham, Ala., WAAB-FM Worcester, aMss., and WCNO Canton, Ohio. Action May 17.

CALL LETTERS ASSIGNED

KCIB Fresno, Calif.—American Family Bcstrs.

WIBW-FM Topeka, Kan.—Topeka Bcstg. Association Inc.

WHIL-FM Medford, Mass.—Conant Bcstg. Inc., changed from WISK.

WRMP (FM) Detroit, Mich.—Detroit Bcstg. Co., changed from WFME.

WTFM (FM) Babylon, N. Y.—WGLI Inc., changed from WGLI-FM.

WMNI-FM Columbus, Ohio—North American Bcstg. Inc.

WTRN-FM Tyrone, Pa.—Tyrone Bcstg. Co.

KODA-FM Houston, Tex.—Taft Bcstg. Co., changed from KHGM.

WIVI-FM St. Croix, V.I.—Radio American West Indies Inc.

WMUL (FM) Huntington, W. Va.—Marshall University.

Ownership changes

ACTIONS BY FCC

WCHP Tuscumbia, Ala.—Granted assignment of license from Carl and Harrod A. Pugh to Bcstg. Corp. of Southwest (KCTA Corpus Christi, Tex.); consideration $39,000. Chmn. Minow not participating. Action May 17.

KFMA (FM) Little Rock, Ark.—Granted assignment of cp and sca to Arkansas Radio and Equipment Co. (KARK AM and TV Little Rock); consideration $6,147. Chmn. Minow not participating. Action May 17.

KIKS Sulphur, La.; KVLC Little Rock, Ark.—Granted (1) renewal of licenses; (2) transfers of control of KIKS from Southern National Insurance Co., R. M. Saxon and Charles W. Davis to Victor Radio Inc., and of KVLC from Southern National Insurance Co., R. M. Saxon and Charles W. Davis to Victor Bcstg. Inc.; consideration $212,000 and agreement by transferors not to compete in am, fm or tv bcstg. for 5 years within 50 miles of either Little Rock or Sulphur. Transferees have same corporate officers, directors and all stock will be held by Victor National Casualty Co., which in turn is controlled by Victor National Insurance Co. Chmn. Minow, Comrs. Bartley and Lee dissented. Action May 17.

KJEO (TV) ch. 47 Fresno, Calif.—Granted (1) license to cover cp for station KJEO and (2) assignment of cps to Shasta Telecasting Corp. (KVIP AM and TV Redding, and 50% stockholder KVIQ-TV Eureka); consideration $3,000,000. This is highest price yet paid for uhf tv station. Action May 17.

KNBA Vallejo, Calif.—Granted assignment of license to KNBA Inc. (Louis J. Ripa, pres.); consideration $70,000 plus $26,285 accrued salaries and $9,035 due Mr. Ripa. Action May 17.

KFML, KFML-FM Denver, Colo.—Granted assignment of licenses to Televents Inc., tr/as Fine Arts Bcstg. Co. (KLMC-TV Lamar, Colo., and KBWC-TV Gallup, N. M.); consideration $118,720. Chmn. Minow not participating. Action May 17.

WHYS Ocala, Fla.—Granted assignment of license and cp to Robert L. Gilliam; consideration $75,000 and assumption of existing leases for trans. building and tower site. Action May 17.

WPOM Pompano Beach, Fla.—Granted (1) renewal of license and (2) assignment of license to Almardon Inc. (Albert J. and Donald J. Owler); consideration $300,000. Action May 17.

WKEI Kewanee, Ill.—Granted assignment of licenses to Joseph E. McNaughton (interest in WCRA Effingham, and WRMN Elgin), J. Richard Sutter (interest in WRMN) and George Walker; consideration $100,000 plus $25,000 for agreement not to compete for period of 10 years within 50 miles of Kewanee. Action May 17.

KCFI Cedar Falls, Iowa—Granted assignment of license to KCFI Inc. (D. F. Blanchard, pres., and H. Campbell, sec.-treas., own KSMN Mason City); consideration $100,000 and agreement not to compete in Black Hawk County or within 50 miles of Cedar Falls for 7 years. Chmn. Minow not participating; Comr. Bartley dissented. Action May 11.

KCRB Chanute, Kan.—Granted assignment of license to James R. and Barbara J. Roberts; consideration $16,400. Chmn. Minow not participating. Action May 17.

WRDO Augusta, Me.—Granted transfer of control from Adeline B. Rines to William H. Rines (interest in stations WLBZ am and tv Bangor, and WCSH am and tv Portland, both Maine); transferor is making gift of her holdings to her children and grandchildren. William H. Rines, who presently owns 23 shares voting and 1 share non-voting will receive 28 shares voting stock, and as result will own 51 shares (51%) voting. Action May 11.

KRSI St. Louis Park, Minn.—Granted transfer of control from William E. Schons, et al., to Red Owl Stores Inc.; stock transaction; Schons will be employed as consultant for six years by transferee for which he will be paid $1,666.66 per month plus out-of-pocket expenses incurred while on duty; he has agreed not to compete within a 50 mile radius of St. Louis Park. Action May 17.

KBIA Columbia, Mo.—Granted assignment of license to Barrington Bcstg. Co. (Aubrey D. and Elsie Reid own WKYB AM and FM, Paducah, Ky.). Action May 17.

WTAW College Station, Tex.—Granted assignment of license to Radio Bryan Inc. (John H. Hicks Jr., pres., and Edward L. Francis, v.p., own KOLE Port Arthur); consideration $109,000 plus $16,000 to R. E. Lee Glasgow and Hardy C. Harvey for their agreement not to compete for 8 years within 50 miles of Bryan. Action May 11.

KAGE Winona, Minn.—Granted transfer of control from Albert S. and Patricia W. Tedesco to Merlin J. Meythaler (interest in KMAQ Maquokita, Iowa), James B. Goetz

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and Rex N. Eyler; consideration $105,000. Action May 17.

WFCT Fountain City, Tenn.—Granted assignment of license to Radio Tennessee Inc. (Frederick L. Allman and Robert K. Richards own WKYR Keyser, W. Va., have interest in WKBZ Muskegon, Mich., and Allman also has minority interest in WREL Lexington, Va.); consideration $60,000. Chmn. Minow not participating. Action May 17.

KERC Eastland, Tex.—Granted assignment of license to Floyd Shelton (majority stockholder KSTA Coleman, Tex.) and Billy J. Fox, d/b as Eastland County Bcstg. Co.; consideration $45,000; conditioned that assignment not be consummated until Mr. Fox severs his employment with station KRBC Abilene. Action May 17.

KFMF (FM) Fort Worth, Tex.—Granted assignment of cp to Trinity Bcstg. Co. (am station KJIM Fort Worth); consideration $5,621. Some stockholders have individual or collective interests in KJEM Oklahoma City, Okla., KODA (AM) and KHGM (FM) Houston, and KRIG Odessa. Action May 11.

KUKA San Antonio, Tex.—Granted assignment of license to Por Favor Inc. (Alex A. Coe, president); consideration $200,000. J. H. Oppenheimer, asst. sec., has interest in KONO-TV San Antonio, and grant is conditioned that it not be consummated prior to such time as Mr. Oppenheimer disposes of his interest in that station. Action May 17.

WCMS Norfolk, Va.—Granted transfer of control from Cy Blumenthal to George Aubrey Crump; consideration $45,500 with agreements to become personally liable for $90,000 note and to pay $40,000 to transferor not to compete for 8 years and 4 months in the Norfolk area. Chmn. Minow not participating. Action May 11.

WLOW Portsmouth, Va.—Granted (1) renewal of license; (2) license for alternate main trans., and (3) transfer of control from John Quincy, et al., to Providence Radio Inc. (WICE Providence, and WDJD (FM) Warwick, R. I.): consideration $10,000 cash and $165,000, payable $52.000 cash and balance in quarterly installments over period of 10 years, for notes held by transferors. Chmn. Minow not participating. Action May 17.

APPLICATIONS

WAVC Boaz, Ala.—Seeks assignment of license from Vearl Cicero, sole owner, to Glenn M. Cornelius and L. D. Bently Jr. (46.67% each), for $33,000. Mr. Cornelius is current station manager of WAVC; Mr. Bentley is manager of WCRL Oneonta, Ala. Ann. May 8.

KEOS Flagstaff, Ariz.—Seeks assignment of license from CLEM Radio Bcstg. Inc. to John W. Ross and Alice F. Ross (50% each) for $60.000. Mr. Ross is employe of Sears Roebuck, Flagstaff; Mrs. Ross is housewife. Ann. May 10.

KJAX Santa Rosa, Calif.—Seeks assignment of license from Lew L. Gamble and Joseph Gamble, equal partners, to John Kesson Withers for $50.000. Mr. Withers is account executive for Twin State Bcstg. Inc. Minneapolis, Minn., and 33% owner of real estate corp. Ann. May 15.

WABR Winter Park, Fla.—Seeks assignment of license from Carl T. Langford, receiver, to James H. Sawyer (100%) as payment of outstanding debts. Mr. Sawyer is owner of orange grove. Ann. May 9.

KTOP Topeka, Kan.—Seeks assignment of license from Charles B. Axton to KTOP Bcstg. Inc. of which Mr. Axton is president, for $1.00. Ann. May 10.

KSIG Crowley, La.—Seeks transfer of 26,000 shares in KSIG Bcstg. Inc. from Edmund M. Reggie (20.000), Edward E. Abdalla and Herbert H. Abdalla (3,000 each) at $3.50 per share, back to parent corp. to be held as treasury stock. Ann. May 8.

KNOE Monroe, La.—Seeks assignment of cp from James A. Noe, sole owner, to KNOE Inc. of which assignor is chairman of board. Ann. May 8.

WOKJ Jackson, Miss.—Seeks assignment of license from W. L. Kent and J. M. McLendon, equal partners, to Mr. McLendon and Robert G. Nichols Jr. (each 50%). for $90.000 for Mr. Kent's interest. Mr. McClendon is principal stockholder in KOKY Little Rock, Ark., KOKA Shreveport, La. and WENN Birmingham, Ala. Mr. Nichols is attorney. Ann. May 12.

KTRC Santa Fe, N. M.—Seeks assignment of license from Garfield C. Packard to Carl S. Goodwin (50%) and Frances B. Goodwin (49.9%) for $90,000. Mr. Goodwin is president of Santa Fe Bcstg. Inc.; Mrs. Goodwin is housewife. Ann. May 10.

KKIT Taos, N. M.—Seeks assignment of cp from Donald Boston and Jack W. Hawkins (each 50%) to Art Capitol Bcstg. Inc., of which Messrs. Hawkins and Boston are stockholders (80%, 10%), for $1,275. Mr. Hawkins is president of KVFC Cortez, Colo.; Mr. Boston is manager of Big Lake, Tex., Camber of Commerce. Ann. May 10.

WKST New Castle, Pa., WKST-TV Youngstown, Ohio—Seeks change in corporate name from WKST Radio Inc. and WKST-TV Inc., both to WKST Inc. No financial consideration involved. Ann. May 9.

KBBZ Laramie, Wyo.—Seeks assignment of cp from Grady Franklin Maples to Leslie P. Ware (98%) for $4,762.49. Mr. Ware is president and principal stockholder of KLPW Union, KYRO Potosi, KOKO Warrensburg, all Missouri, and KZIX Fort Collins, Colo. Ann. May 11.

Hearing cases

FINAL DECISION

■ Commission en banc, by Comrs. Minow (Chmn.), Hyde, Bartley, Lee, Craven, Ford and Cross, took following action:

■ By decision, Commission granted application of Kingsport Bcstg. Inc., to change facilities of station WKPT Kingsport, Tenn., from 1400 kc, 250 w, unl., to 1550 kc, 10 kw, D, and denied application of John K. Rogers for new station to operate on 1550 kc, 1 kw, D, in Bristol, Tenn. Chmn. Minow and Commissioner Craven not participating; Comr. Hyde dissented. July 5, 1960 initial decision looked toward this action. Action May 17.

INITIAL DECISIONS

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Northwest Bcstg. Co. to increase daytime power of station KVFD Fort Dodge, Iowa, from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; conditions including construction not to commence until decision has been reached in proceeding on application for increased daytime power of station KMLH Marshall, Minn. Action May 16.

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting applications of Martin Theatres of Georgia Inc., to increase ant. height of station WTVM (TV) ch. 9, Columbus, Ga., from 1,160 ft. to 1,660 ft., and Columbus Bcstg. Inc., to increase ant. height of station WRBL-TV ch. 3 Columbus, from 1,290 ft. to 1,790 ft. Action May 16.

■ Hearing examiner Basil P. Cooper issued initial decision looking toward (1) granting applications of Franklin Bcstg. Inc., to increase power of station KMAR Winnsboro, La., from 500 w to 1 kw and Leesville Bcstg. Co. to increase power of station KLLA Leesville, La., from 250 w to 1 kw. both continuing operation on 1570 kc, daytime only, and (2) denying for failure to prosecute application of Yam Bcstg. Inc., for new station to operate on 1570 kc, 250 w, D, in Opelousas, La. Action May 16.

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of KCRA Inc., for renewal of license of station KCRA Sacramento, Calif., conditioned to accepting such interference as may result to its operation from grant of either of pending applications for new station to operate on 1340 kc in Oroville. Calif. Action May 11.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward ordering American Telephone& Telegraph Co. to pay $14.541.21 to WSAZ Inc. (WSAZ-TV) Huntington, W. Va., for charges for use of program transmission chs. between Columbus, Ohio, and Huntington, W. Va. Proceeding arose from complaint by WSAZ Inc., alleging that AT&T has charged greater compensation for use of chs. than is specified in applicable tariffs. Action May 17.

OTHER ACTIONS

■ By memorandum opinion and order, Commission denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., intervenor, for enlargement of issues in proceeding on applications of Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co. for new am stations in Ellenville, N. Y. Comr. Hyde dissented.

■ By memorandum opinion and order, Commission denied joint petition by Broadcast Bureau and Booth Bcstg. Co. (WIOU) Kokomo, Ind., Clinton Bcstg. Corp. (KROS) Clinton, Iowa, Truth Radio Corp. (WTRC) Elkhart, Ind., Illinois Bcstg. Co. (WSOY) Decatur, Ill., WJOL Inc. (WJOL) Joliet, Ill., Tri-City Radio Corp. (WLBC) Muncie, Ind., and Radio Milwaukee Inc. (WRIT) Milwaukee, Wis., for reconsideration and grant without further hearing applications for increased daytime power; dismissed as moot request by Baw Beese Bcstrs. Inc. (WCSR) Hillsdale, Mich., that WLBC and WTRC grants be made subject to specified conditions. Comrs. Craven and Cross dissented.

■ By memorandum opinion and order, Commission denied petition by applicants for reconsideration and grant of applications of L. M. Hughey to increase power of station WTWB Auburndale, Fla., from 1 kw to 5 kw, continued operation on 1570 kc, D, and Sugarland Bcstg. Co. for new am station to operate on 1570 kc, 1 kw, D, in Okeechobee, Fla. Comrs. Craven and Cross dissented. Actions May 17.

■ By memorandum opinion and order, Commission (1) granted petition by KLIX Corp. (KLIX-TV ch. 11) Twin Falls, Idaho, to withdraw protest; (2) vacated Feb. 18, 1960 order which stayed effective date of Dec. 22, 1959 grants to Idaho Microwave Inc., for fixed microwave stations to carry programs of three Salt Lake City, Utah, tv stations into Twin Falls for distribution there by community ant. tv system. Action May 17.

■ By memorandum opinion and order, Commission denied petition by Leo Joseph Theriot for reconsideration of Commission action of Jan. 19, 1961, directing him to show cause why license of his am bcst. station, KLFT Golden Meadow, La., should not be revoked; granted April 10 petition by Broadcast Bureau to enlarge scope of show cause order to include determination whether Mr. Theriot made any misrepresentations to Commission. Action May 17.

■ By memorandum opinion and order, Commission denied joint petition by Finley Bcstg. Co. (KSRO) Santa Rosa, KATY Sweetheart of San Luis Obispo Inc. (KATY) San Luis Obispo, KOMY Inc. (KOMY) Watsonville, and McMahan Bcstg. Co. (KMAK) Fresno, all Calif., to make effective that part of Feb. 7 initial decision relating to their applications for increased daytime power.

■ By memorandum opinion and order, in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., Commission took following actions: (1) denied petition by North Suburban Radio Inc., Highland Park, for conditional grant of its application; (2) denied motion by Elgin Bcstg. Co. (WRMN) Elgin, Ill., to clarify or enlarge issues; (3) granted North Suburban's motion to strike objectionable material in Elgin reply; and (4) on own motion. reopened record for further evidence on Issue 8 as amended in memorandum opinion.

■ By memorandum opinion and order, Commission denied joint petition by applicants for reconsideration and grant without hearing applications of Ivy Bcstg. Inc. (WOLF) Syracuse, N. Y., Farm and Home Bcstg. Co. (WNBT) Wellsboro, Pa., and WESB Bradford, Pa., for increased daytime power from 250 w to 1 kw. and Batavia Bcstg. Corp. (WBTA) Batavia, N. Y., for increased daytime power from 250 w to 500 w. all continued operation on 1490 kc with 250 w-N. Joint petition requesting simultaneous grant, based on mutual agreement to accept whatever interference each may cause to other, could not be granted in toto until favorable resolution of whether WBTA's proposal would cause unacceptable interference to station CKCR Ontario. Canada. Comrs. Craven and Cross dissented.

■ By letter, denied request by Williams County Bcstg. System. Bryan, Ohio. for waiver of sections of rules to permit consolidation of its application for new am station to operate on 1520 kc, 250 w. D, with application of Community Service Bcstrs. Inc. for new am station on 1520 kc. 500 w. D (250 w during critical hours) in Ypsilanti, Mich. Action May 17.

■ By memorandum opinion and order, Commission on its own motion set aside February 23 action which granted application of Peachbowl Bcstrs. Inc., to increase daytime power of station KUBA Yuba City, Calif., on 1600 kc. DA-N. from 1 kw to 5 kw continued nighttime operation with 500 w with engineering conditions; and designated application for evidentiary hearing on engineering issues; made station KGST Fresno, Calif., party to proceeding. Action May 17.

■ By order, Commission dismissed petitions by Abilene Radio & Tv Co. and E. C. Gunter for enlargement of issues in proceeding on their applications for new tv stations to operate on ch. 3 San Angelo, Tex. Mr. Gunter's application has been dismissed at his request, thus rendering petitions moot. Action May 17.

■ By memorandum opinion and order, Commission granted petition by American Colonial Bcstg. Corp. for review of chief

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hearing examiner's March 3 order insofar as it dismissed with prejudice "applications" for changes in facilities of stations WKBM-TV (ch. 11) Caguas, and WSUR-TV (ch. 9) Ponce, P. R., which were granted Nov. 22, 1960, but effective date later postponed pending hearing on protest by WKAQ-TV San Juan; affirmed March 3 order insofar as terminating proceeding but set it aside in all other respects; and cancelled cp which American tendered for cancellation on Feb. 20. Comr. Lee dissented with statement in which Chmn. Minow and Comr. Craven joined. Action May 17.

■ By memorandum opinion and order, Commission denied petition by Robert B. Brown, Taylorsville, N. C., for mod. of issues in proceeding on his application and those of Stuart W. Epperson, North Wilkesboro, N. C., and Felix C. Abernethy, Granite Falls, N. C., for new am stations. Comr. Craven dissented. Action May 17.

■ By order, Commission stayed effective date of March 29 initial decision which looked toward denying application of Northeast Radio Inc., to increase power of station WCAP Lowell, Mass., from 1 kw to 5 kw, continued operation on 980 kc, D pending further review by Commission. Action May 17.

■ By order, Commission granted petition by WORZ Inc., and directed and authorized acting secretary to permit petitioner's counsel, and counsel for other parties in Orlando, Fla., ch. 9 tv proceeding to examine in secretary's office and in presence of all counsel wishing to participate, papers specified as "Mack Diary" for requested period of Aug. 10, 1955 to June 7, 1957. Action May 17.

■ On petition by WIBC Inc., Commission extended from 20 to 30 minutes time for oral argument by each party in Indianapolis, Ind. tv ch. 13 proceeding. Action May 17.

■ By order, Commission, in consideration of exceptions contending that Radio Associates, Inc., and WLOX Bcstg. Co., applicants for tv ch. 13 in Biloxi, Miss., should be recompared, and changes in membership of Commission, delineated permissible scope of May 18 oral argument and ordered that parties may argue not only to specific issues on remand, but to overall comparison of applicants. Action May 12.

KRPM (FM) San Jose, Calif.—Designated for hearing application to increase ERP on 98.5 mc from 3.3 kw to 46.2 kw, and ant. height from minus 157 ft. to 1.834 ft.; made Federal Aviation Agency, KAFE, KCBS-FM both San Francisco, and KXRQ Sacramento, parties to proceeding. Action May 17.

Aaron B. Robinson, Holly Springs, Miss.—Designated for hearing application for new am station to operate on 1500 kc, 1 kw, D, on sect. 3.15(b) concentration of control and programming issues.

KGMS Sacramento, Calif.—Designated for hearing application for transfer of control to Capitol Bcstg. Co. on sect. 3.25(a) multiple ownership issue. Comrs. Craven and Cross dissented.

Ebony Enterprises Inc., Chadbourn, N. C.—Designated for consolidated hearing applications for new daytime am stations to operate on 1590 kc—Ebony with 1 kw, and Peal with 500 w. Action May 11.

Radio Quests Inc., WHOT Inc. (WHOT) Campbell, Ohio—Designated for consolidated hearing applications of Radio Quests for new am station to operate on 1330 kc, 500 w, DA-D, and WHOT to change facilities from 1570 kc, 1 kw, DA-D, to 1330 kc, 1 kw-N, 500 w-LS, DA-2; made WJPS Evansville, Ind., WHAZ Troy, WEVD New York, WPOW New York, all N. Y., WFBC Greenville, S. C., and WTRX Flint, Mich., parties to proceeding. Action May 11.

Linton D. Hargreaves, Duluth, Minn.—Designated for hearing application for new am station to operate on 1390 kc, 500 w, D; made Federal Aviation Agency party to proceeding. Action May 11.

WITV (TV) ch. 17 Fort Lauderdale, Fla.—Designated for consolidated hearing applications of WITV for renewal of licenses and Board of Public Instruction of Dade County for new tv station to operate on ch. 17. WITV has been off air since May 11, 1958. Comr. Craven not participating. Action May 17.

Hazelhurst Radio, Hazelhurst, Ga.—Designated for consolidated hearing applications for new daytime am stations to operate on 1480 kc, with 1 kw. Action May 17.

Massillon Bcstg. Inc., Norwood, Ohio, Covington Bcstg. Co., Covington, Ky.—Designated for consolidated hearing applications for new daytime am stations to operate on 1320 kc with DA—Massillon, Covington, and Kenton with 500 w, and Mossman with 1 kw; made WHOK Lancaster, Ohio, party to proceeding. Action May 17.

Routine roundup

COMMENT TIME ON BROADCAST APPLICATION FORMS POSTPONED BRIEFLY PENDING ISSUANCE OF CERTAIN REVISIONS.

■ By order, Commission extended time for filing comments in proceeding on amendment of sect. IV of broadcast application forms concerning statement of program service from June 1 until further order. However, in so doing Commission indicated its desire to expedite this proceeding and, accordingly, will as quickly as possible issue further notice setting forth certain revisions of its notice of proposed rulemaking of Feb. 17, 1961. Meanwhile, no useful purpose would be served by interested parties expending time and effort to comment on presently outstanding proposals. Action May 11.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 16

KLOR-TV Provo, Utah—Granted involuntary assignment of license to A. Dean Jeffs, trustee in bankruptcy.

KKIT Taos, N. M.—Granted assignment of cp from Donald Boston and Jack W. Hawkins to same plus Louise Hawkins d/b under same name.

KJCF Festus, Mo.—Granted mod. of cp to change type trans.

Action of May 15

Hulett Tv Club, Hulett, Wyo.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D.

Actions of May 11

R. F. Edouart, Trancas, Calif.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KTLA (ch. 5) Los Angeles, Calif.

Garden County Tv Booster Co., Oshkosh and Lewellen, Neb.—Granted cps for two new vhf tv translator stations—one on ch. 12 to translate programs of KNOP-TV (ch. 2) North Platte, Neb., other on ch. 8 to translate programs of KHPL-TV (ch. 6), Hayes Center, Neb.

Texline Lions Club, Texline, Tex.—Granted cps for two new vhf tv translator stations—one on ch. 13 to translate programs of KGNC-TV (ch. 4) Amarillo, Tex.; other on ch. 2 to translate programs of KFDA-TV (ch. 10) Amarillo, Tex.

Actions of May 15

KGCA Rugby, N. D.—Granted assignment of cp to Rugby Bcstrs. Inc.

KNOE Monroe, La.—Granted assignment of cp to KNOE Inc.

WPSD-TV Paducah, Ky.—Granted mod. of cp to change type of driver for vis. and aur. amplifiers.

WLUK-TV Green Bay, Wis.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 158 kw, ant. height to 1,260 ft., change trans. location (same description), change in coordinates only, type trans., type ant., and make changes in equipment.

■ Following stations were granted extensions of completion dates as shown: KJEO (TV) Fresno, Calif. to November 18; WELI-TV New Haven, Conn., to November 22; K70CE Elephant Mountain Tv Club Inc., Daggett, Calif. to November 18.

Actions of May 12

WKST-AM-TV Youngstown, Ohio—Granted assignment of licenses to **WKST Radio Inc.** and **WKST-TV Inc.**

KEZY-FM Anaheim, Calif.—Granted assignment of license to Radio Orange County Inc.

KOA-FM Denver, Colo.—Granted mod. of cp to change transmision line and increase ERP to 57 kw.

Inkom Tv Assn., Inkom, Idaho—Granted cps for two new vhf tv translator stations—one on ch. 11 to translate programs of KID-TV (ch. 3), and the other on ch. 13 to translate programs of KIFI-TV (ch. 8), both Idaho Falls, Idaho.

Action of May 5

Boyes Tv Club, Boyes, Mont.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KDSJ-TV (ch. 5), Lead, S. D.

Action of May 4

Imlay Tv, Imlay, Nev.—Granted cp for new vhf tv translator station on ch. 4 to translate programs of KOLO-TV (ch. 8), Reno, Nev.; condition.

Actions of May 11

WISE Asheville, N. C.—Granted license covering installation of new alternate main trans.

WCRS Greenwood, S. C.—Granted license covering increase in daytime power, new trans. and ant. changes.

Metropolitan Bcstg. Corp., Washington, D. C., Peoria, Ill., New York, N. Y., Philadelphia, Pa., Cleveland, Ohio, Scitutate, Mass.—Granted mod. of cps and licenses to change name to MetroMedia Inc.

WMAR-TV Baltimore, Md.—Waived sect. 3.613(b) of rules and granted mod. of license to change studio location.

WDIC Clinchco, Va.—Granted mod. of cp to change type trans.

WGHC Clayton, Ga.—Granted mod. of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 18

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,532	48	127	815
FM	801	69	198	125
TV	486[1]	56	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING May 18

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3,711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

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[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

cps to change ant.-trans. site 950′ northwest of present site (same description) and extension of completion date to June 20.

Action of May 8

WDET-FM Detroit, Mich.—Remote control permitted.

Actions of May 10

WLIQ Mobile, Ala.—Granted license for am station.

■ Granted licenses for the following fm stations: KEZY-FM Anaheim, Calif., and specify studio location same as trans. location and specify type trans.; WDAF-FM Kansas City, Mo.; KWOA-FM Worthington, Minn.; WBOS-FM Brookline, Mass.; WESU (ED) Middletown, Conn.

KGAF-FM Gainesville, Tex.—Granted license covering change in ERP and ant. height and installation of new ant.

WJMA Orange, Va.—Granted license covering increase in daytime power.

WKBI St. Marys, Pa.—Granted license covering increase in daytime power, change type trans. for nighttime use and installation new trans. for daytime use (2 main trans.).

WIRY Plattsburgh, N. Y.—Granted license covering increase in daytime power, installation new trans. and DA daytime.

WPFB-FM Middletown, Ohio—Granted license covering installation of new trans. and increase in ERP.

WTRO Dyersburg, Tenn.—Granted license covering installation of new trans.

KGY Olympia, Wash.—Granted license covering changes in ant. system (increase height).

KUGN Eugene, Ore.—Granted license covering change in ant.-trans. and studio locations.

KCJB Minot, N. D.—Granted mod. of license to change name to North Western Enterprises Inc.

KSJB Jamestown, N. D.—Granted mod. of license to change name to Great Western Enterprises, Inc.

WSIX-AM-FM Nashville, Tenn.—Waived sect. 3.30(a) of rules and granted mod. of lincenses to extent of permitting establishment of main studio at 441 Murfreesboro Road, 0.6 miles southeast of present city limits of Nashville. Waiver authority to end when current annexation plan is finalized.

WNOE New Orleans, La.—Granted mod. of license to operate main trans. by remote control; conditions.

KINY Juneau, Alaska—Granted cp to replace expired permit for installation of new trans.

WGAU-FM Athens, Ga.—Granted cp to install new trans.

KFMF (FM) Fort Worth, Tex.—Granted cp to replace expired permit for fm station.

WFMB (FM) Nashville, Tenn.—Granted cp to install new trans. and increase ERP to 35 kw.

WARC Milton, Pa.—Granted mod. of cp to change ant.-trans. location; main studio location; change type trans.; make changes in ant.-ground systems; remote control permitted.

KSAL Salina, Kan.—Granted mod. of cp to delete request for remote control operation of alternate main trans.

KWLM Willmar, Minn.—Granted mod. of cp to change type trans.

WMEV-FM Marion, Va.—Granted mod. of cp to change type trans. and type ant:; ERP 3.4 kw.

■ Following stations were granted extensions of completion dates as shown: WCSI-FM Columbus, Ind., to July 15; WSJC Magee, Miss., to June 15; KWRV McCook, Neb., to June 15; WCHL Chapel Hill, N. C., to October 26: WSHR (FM) Shorewood, Wis., to November 7; WLOS-FM Asheville, N. C., to November 1; WSJS-FM Sacramento, Calif., to November 1; KGPO (FM) Grants Pass, Ore., to July 15; WBAA-FM West Lal fayette, Ind., to November 10; WMEV-FM Marion, Va., to June 30.

KALV Alva, Okla.—Granted extension of authority to Aug. 30 to sign-off at 7 p.m.

KNOG Nogales, Ariz.—Granted authority to operate from 7 a.m. to 7 p.m. daily for period ending Sept. 30.

WMSA Massena, N. Y.—Granted extension of authority to Sept. 12 to sign-off at 9 p.m.

ACTIONS ON MOTIONS

■ Commission on May 12 granted petition by Assn. of Federal Communications Consulting Engineers and extended from May 15 to June 15 and from May 25 to June 26 time to file comments and replies in matter of amendment of Sect. 3.182(w) of rules to eliminate interference ratio pertaining to stations 20 kc apart.

■ Commission on May 10 granted request by Rollins Telecasting Inc. (WPTZ), North Pole, N. Y., and extended from May 12 to May 26 time to file reply comments in Syracuse and Rochester, N. Y., tv rulemaking proceedings.

By Commissioner Robert T. Bartley

■ Dismissed as moot petition by Hoosier Bcstg. Corp., for extension of time to respond to petition by Independent Indianapolis Broadcasting Corp., to enlarge issues in proceeding on their applications for am facilities in Indianapolis, Ind., et al. Action May 12.

■ Granted petition by Broadcast Bureau and extended to May 16 time to respond to petition by KORD Inc. for reconsideration and other relief in proceeding on its application for renewal of license of station KORD Pasco, Wash. Action May 11.

■ Granted petition by Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., and extended to May 16 time to reply to comments of Broadcast Bureau on their joint petition for reconsideration and clarification, and/or grant without hearing of their applications for am facilities in Ellenville, N. Y. Action May 11.

By Chief Hearing Examiner
James D. Cunningham

■ Granted petition by United Bcstg. Inc., to dismiss its application for fm facilities in Beverly, Mass., but dismissed application with prejudice and retained in hearing status application of Puritan Broadcast Service Inc., for fm facilities in Lynn, Mass. Action May 9.

■ Granted motion by Florida-Georgia Tv Inc., and extended from May 15 to May 22 time for all parties to file replies to pending petition by Jacksonville Bcstg. Corp. to amend its application in Jacksonville, Fla., tv ch. 12 proceeding. Action May 12.

■ Granted petition by Suburban Bcstg. Inc., Jackson, Wis., for leave to file supplement to opposition to petition for reconsideration and to delete issue and contingent request to enlarge issues by Beacon Bcstg. System Inc. Grafton-Cedarsburg, Wis., in am proceeding. Action May 10.

■ Granted petition by Western Bcstg. Corp. to extent that it involves dismissal of its application for am facilities in Green Tree, Pa., but dismissed application with prejudice. Application was consolidated for hearing with am applications of WXEN Xenia, Ohio. Action May 10.

■ Scheduled oral argument for May 16 at 9 a.m. on petition by WACO Bcstg. Corp. (WACO-FM) Waco, Tex., to terminate proceedings on its application. Action May 11.

■ Continued from May 15 to May 19 hearing on petition by Mt. Holly-Burlington Bcstg. Co., for leave to amend its application for am facilities in Mt. Holly, N. J. Action May 15.

■ Scheduled oral argument for May 16 on applicants' joint request for approval of agreement in proceeding on applications of Suburban Bcstg. Co., and Camden Bcstg. Co., for fm facilities in Mount Kisco, N. Y., and Newark, N. J. Action May 11.

By Hearing Examiner Thomas H. Donahue

■ Upon request by applicant, corrected transcript of April 26 prehearing conference, and on examiner's own motion corrected transcript for April 25 and 26 in various respects allowing 5 days for objections in proceeding on applications of Palmetto Bcstg. Co. for renewal of license of station WDKD Kingstree, S. C., and for license to cover. Action May 9.

By Hearing Examiner Asher H. Ende

■ Scheduled further prehearing conference for May 15, at which time examiner will hear argument on petition by Independent Indianapolis Broadcasting Corp., for reconsideration and restoration of initially scheduled hearing date or alternative relief and take such further action as is appropriate, provided that parties shall be granted specified four-day period to file any oppositions they desire in proceeding on Independent's application for new am

Continued on page 91

This new Collins designed and manufactured AM transmitter features unparalleled accessibility: the RF and audio chassis swing out and the power supply tilts up to expose all components. Its bold, clean-cut appearance is in keeping with its advanced interior. It's the new Collins 1,000/500/250 watt 20V-3 AM Transmitter.

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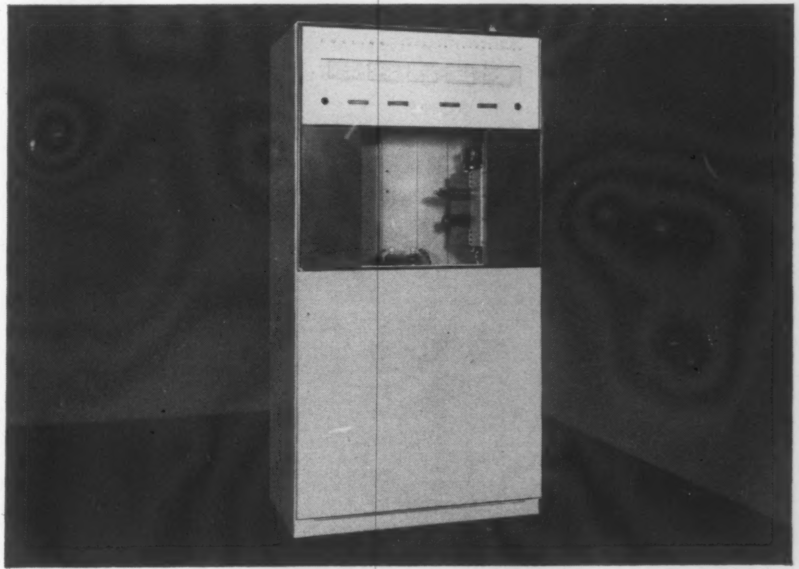

features: stable crystals to eliminate crystal ovens • conservatively-rated components • thermal time-delay circuitry • automatic voltage sequencing • air forced directly on tubes • For information, contact your Collins sales engineer, or write direct.

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(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANT: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Salesman—Southwest, medium market. Excellent opportunity with aggressive station. Established accounts. Box 197F, BROADCASTING.

New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

Opportunity for energetic salesman of good character for network station in Texas resort city. Box 274F, BROADCASTING.

East Tenn. daytimer needs young, aggressive experienced small market salesman for sales manager in single station market. Opportunity to settle down in small college town. Salary, commission, multiple station ownership. Box 310F, BROADCASTING.

Wanted salesman for regional and agency sales. Midwest group of network affiliated radio and television stations. You must be capable, energetic and of the highest integrity. Box 350F, BROADCASTING.

Wisconsin, salesman who loves to sell, excellent opportunity for good producer. Box 380F, BROADCASTING.

Florida calls . . . Salesman who wants to sell. This high rated station in metropolitan Florida has the audience that sponsors want . . . Good guarantee plus active account list. Send complete resume to Box 389F, BROADCASTING.

Air salesman with at least a year's experience needed for a highly rated 250 Pennsylvania station. Send tape, background and salary expected in first correspondence. Box 398F, BROADCASTING.

Space salesman wanted. Business publication has opening for young advertising space salesman. Location: New York office with territory travel. Prefer man with minimum of three years sales experience advertising media. Write giving details of age, education, job experience, references, salary desired to Box 409F, BROADCASTING.

Wanted—Experienced salesman Florida east coast in 1st market. Write Box 429F, BROADCASTING.

California adult pops fulltime kilowatt offers five figure opportunity for livewire salesman. Announcing-copy background important. Personal interview necessary. Radio Station KIDD, P.O. Box 1070, Monterey, California.

KRAM, number one station in Las Vegas, Nevada, with average 38% share of audience 18 hours daily has opening for experienced, aggressive salesmen (2). $100.00 weekly draw against 20% commission. Send photo and resume to Ted Oberfelder.

2 salesmen-announcers-newsmen able to gather and sell own newscasts. Fine opportunity in area of perfect weather. Mail tape, picture, resume. Gordon Allen, 533 Lincoln South, Salem, Oregon.

Help Wanted—(Cont'd)

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROAD-

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Announcer—DJ with good commercial delivery. Educated, reliable, industrious. Production station, medium market. Resume and tape. Box 198F, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 277F, BROADCASTING.

Announcer with first class ticket for Virginia daytimer. Light maintenance. Send tape and resume. Box 360F, BROADCASTING.

Eastern Pennsylvania 250 watt fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. All tapes will be returned. Send tape and resume to Box 404F, BROADCASTING.

Northeast 5 kw clear channel needs staff announcer. Quality programming, large staff, modern facilities and prestige position. This large market makes this an outstanding opportunity for the right man. No shouters please. Good pay and company benefits. Send complete resume, tape and recent photo to Box 405F, BROADCASTING.

Announcer with flair for production and well-rounded experience. First ticket would help. Interview Chicago area required. Box 408F, BROADCASTING.

If you're a fast-paced swinger who will enjoy a good hard fight . . . If you feel that all you need is a chance . . . If you'd like to live in the state of Washington, you may be the man we want. We'll never know if you don't send us tape and resume. Write Box 412F, BROADCASTING.

Swingin' dj's—Hard-hitting newsmen. Large chain on the lookout for top talent for top markets. Looking for entertaining personalities-not announcers. Looking for dramatic, creative, enthusiastic newsmen—not "Golden Voice" announcers. If you qualify, send tape and resúme, today to Box 418F, BROADCASTING.

Live top 40 dj with personality for eastern major market station. Replies confidential. Rush tape, resume. Box 422F, BROADCASTING.

Experienced announcer-dj for Virginia independent. Salary commensurate with ability. Send tape, resume, and recent photo with salary expected to General Manager, WCFV, Clifton Forge, Virginia.

Immediate opening, dj to join our personality team. We feature versatile voices, bright style, lively pace. No hysteria. Ideal conditions. No maintenance. Top ratings, staple market of 350,000. Do you qualify? Send tape and photo to Ed K. Smith, WCMB, Harrisburg, Penna.

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

Morning man, experienced bright rating conscious. Top 40. Tape, resume, salary desired immediately to WMEX, 70 Brookline Avenue, Boston 15, Mass.

Help Wanted—(Cont'd)

Announcers

Wanted—Good air salesman who desires to advance to responsibility of Programs—Operations Manager. Our man is dissatisfied with being a staff announcer. He is willing to work hard and to eat and sleep radio. If you think you want a creative challenge with increased responsibility, contact immediately, Davis, KCAP, Helena, Montana.

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available if desired. WMVO, Mount Vernon, Ohio.

"The Gold Capital of the World" needs you! . . . if you have at least 2 years experience, board and announcing, and can pull a "good-music" happy morning show. Send tape, picture and resume to WSAC, Box #68, Fort Knox, Ky. Elgin 1-3121. Immediate opening for announcer and/or copywriter.

Wanted immediately, an announcer with first licenses for combo operation. Announcing important with engineering secondary. Contact immediately Pinkney Cole, WTRO, Dyersburg, Tenn. Atwater 5-4173.

Combination chief engineer-announcer; excellent physical plant and working conditions; starting salary $100 per week; contact E. Dean Finney, WTWN, St. Johnsbury, Vermont.

Experienced announcers wanted for morning and night shows 15 year old major southeastern market station. Friendly staff, fine working conditions, lots of tape cartridge production. Require good voice, sober, and history of permanence. Tape, photo and resume will be returned. George Weiss, 3504 Time/Life Bldg., New York 20.

Technical

Chief engineer for established am directional east central. Excellent opportunity with multiple ownership. Box 410F, BROADCASTING.

Chief engineer for North Carolina full time station. Must be thoroughly experienced in all phases of maintenance. No announcing. Preference will be given to active amateur radio operator. Box 424F, BROADCASTING.

First phone announcer for new station going on air in June. WCCF, Punta Gorda, Fla. NEptune 9-1580 or NEptune 2-1101.

Chief engineer for WIKE, Newport, Vermont; full time outlet; starting pay $100 per week; excellent physical plant and working conditions; contact E. Dean Finney, WTWN, St. Johnsbury, Vermont.

Production—Programming, Others

Texas station needs experienced dependable traffic manager. Box 275F, BROADCASTING.

Experienced, persuasive copywriter for network station Texas resort city. Box 276F, BROADCASTING.

Radio program director for major Ohio market station. Must have at least 5 years experience. No rock and rollers. Send all information with recent snapshot. Box 353F, BROADCASTING.

Copy-writer—Experienced, production minded, with ability to write hard sell. Good salary. Send samples, resume and photo to WFDF, Flint, Michigan.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman—To head news department—gather, write, and deliver news—want man with 1st class ticket, but no maintenance. Write Box 362F, BROADCASTING.

Morning newsman to handle both reporting and on-air work. Must be topnotch. Chance for some tv for right man. Box 393F, BROADCASTING.

Radio newsman for northeast regional independent. Give detailed report on present and past news employment. Must be experienced in rewrite, deskwork, mobile unit operation, beep interviews, air delivery and investigative reporting. Include copy and tape covering all above mentioned phases. Box 423F, BROADCASTING.

Copywriter. Must have experience. Group station with company benefits. Send continuity and background to Bill Eure, WRAP, P.O. Box 598, Norfolk, Virginia.

RADIO

Situations Wanted—Management

Assistant manager, administrative assistant, program manager, other executive. 13 years experience radio-tv. Familiar current industry, labor and government matters. Trouble shooter. Now operations manager major market 50 kw. 28, family. Box 225F, BROADCASTING.

Looking for a general manager-salesman-announcer-copywriter all in one. I'm your man. Northeast. Box 333F, BROADCASTING.

Radio manager — 15 years experience, all phases—heavy on sales. Married, father and college graduate. Box 356F, BROADCASTING.

Manager-co-owner just sold interest. Experience launching new stations, all phases adult radio. Prefer small or medium market, Wisconsin, Ohio, Indiana, Illinois. Box 403F, BROADCASTING.

Four years station manager in Texas, Virginia. 1st phone. Presently sales engineer for major equipment manufacturer. Forte in sales, administration and play-by-play. Available as manager or assistant manager medium market station. Minimum salary requirements. Reasonable for performance guaranteed. Personal interview required. Some investment possible. Box 370F, BROADCASTING.

Manager/sales manager for small or medium market station; heavy on local, regional sales. Fifteen years experience all phases station operation. Would also purchase stock interest. Highest industry references. Box 413F, BROADCASTING.

Sales

Excellent references to back up mature, married, experienced, radio-television June graduate seeking sales position. Will consider announcing-sales. Box 280F, BROADCASTING.

Idea $alesman, 30, radio major available, midwest-west, look no further, your search has ended. Box 383F, BROADCASTING.

Announcers

DJ, 24, draft-free, one year experience, amazing. Ad-lib, extraordinary potential, comic bonus, "top 40," anywhere. Box 285F, BROADCASTING.

Experienced first phone dj bright, fast paced, personality, tight production. Box 289F, BROADCASTING.

Young married dj with 1½ years diversified experience desires to re-locate with modern format station in medium market. Box 312F, BROADCASTING.

Attention stations within 250 mile radius of N.Y.C.—Newsman, dj seeks permanent position. 2 years experience. Tight production. Bright. NYC, phone BU 4-8737. Box 331F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

A-OK all the way . . . 5 years experience, swingin personality. Definite asset to any organization. Box 351F, BROADCASTING.

Nightwatch. Evenings. Young dj. New ideas. Top 40. Available early July. Tape, info. Box 355F, BROADCASTING.

Announcer, dj, pd-20 years experience. Immediately. Want permanent position. Box 358F, BROADCASTING.

Baseball, football, basketball. You name it, I'll broadcast it. Looking for station that wants top rated sports department. I can give you that rating. Box 363F, BROADCASTING.

Michigan state graduate, 4 years experience, seeks announcing position. Box 373F, BROADCASTING.

Attention top 40's: Need ratings? Try a real personality and get results. Box 379F, BROADCASTING.

Write me now! Save resume. I'll await good position. DJ now, management in future. Presently morning-afternoon dj, tight board; live mc; special events; good interview; sales; resume explains further. Midwest. Box 381F, BROADCASTING.

Upper midwest, 3 years experience radio and light tv. Modern sound, married, family, want to settle with future. Box 384F, BROADCASTING.

Two dj's young—experienced—versatility—production. Give us a try. Box 388F, BROADCASTING.

Currently pd-jock with New England number one top 40 personality station in metro market. Ideas and promotions have made station dominant number one. Individual show has station's highest ratings. Management has decided to take over programming. Swinger, voices, inserts, college man, eight years experience. Want to stay in pd work but will take jock job in major. Box 394F, BROADCASTING.

Alert young man seeks staff announcing position. Broadcast school grad. College. Ready and raring to go. Tape available. Box 396F, BROADCASTING.

Swingin' deejay with first class ticket and major market experience seeks relocation. Able family man. Salary open. Box 406F, BROADCASTING.

Sports announcer. Nine years experience play-by-play, finest references. Box 397F, BROADCASTING.

Have quality station? We'll travel! Husband and wife, fugitives from formula operation, extensive music-show business background, strong housewife appeal. Create and perform jingles. Willing assist station copy and music, if needed. Capable large market, consider any size. Phone NYC Virginia 7-5144 or Box 399F, BROADCASTING.

Announcer—First phone, experienced, married, anywhere, available. Box 407F, BROADCASTING.

Announcer-dj. Experienced. Bright sound, authoritative news, not a floater. Box 411F, BROADCASTING.

If you want a responsible air personality, answer this ad. 16 years experience and proof of performance from managerial and sales levels to prove it. Adult, mature air personality. Married. Two children. My past air results permit me to guarantee you a successful air sound. Professional work. Let's try it! Box 414F, BROADCASTING.

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, perfect late or all nite. Medium market. Box 415F, BROADCASTING.

Announcer—experience, married. Would like to relocate, want to settle down-operate board-dj. Good ad-lib, cut all shows. Excellent reference from last employer. Box 419F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Negro personality announcer. Looking for radio work three hundred mile radius of Philadelphia. Two years experience, very tight production, will sell time, married. Tape and resume upon request. Box 420F, BROADCASTING.

Dependable veteran 27, married with first phone and little experience desires opportunity to prove himself. Prefer chance to do sports and play-by-play, but this can come later. California or Nebraska areas preferred, but not essential. Mel Armijo, 329 E. 81 St., Los Angeles 3, California.

Ron Cauwenbergh . . . disc jockey. Market 4-8075, 415 East 7th, Hays, Kansas.

Family man wants permanent position immediately. Nine years experience with news, programming combo, play-by-play. Thomas Gooding, 7308 East Minnezona, Scottsdale, Arizona, WHitney 6-9155. Resume, references on request.

Announcer available immediately, college degree, 1 year teaching experience, married, 25, 2 years small market experience, south or west. Call or write collect, Richard Hanson, Haleyville, Alabama, 486-3362.

Professional air personality available. Will build and increase your audience rating and sponsor satisfaction. Major metropolitan market experience with top rated show. Salary open. First class ticket, family man, strong air salesman. Interested stations in medium or major markets anywhere are invited to contact Woody Lester, 6408 Alamo, Springfield, Va. (Washington, D. C. suburb) or phone FLeetwood 4-5524.

Strong, fast-paced news, sports, play-by-play. B.S.J., 6 years commercial experience. Worked large market top-40 format. Also middle road music programs. Worked Michigan, Ohio markets. Location definitely secondary to job, but prefer midwest, southwest. Richard L. Peters, 16 Morris Avenue, Athens, Ohio.

Announcer-copywriter-third phone, 11 years experience. Top personality. Snappy copy. Married. Minimum $100.00. Write or call—Charlie Lord, Route 3. Box 645, Deland, Florida, REdwood 4-7416.

Announcer-dj, 3 years experience, college, married, 27. Strong on news. Adult, rock music. Immediate availability. Don Lovett, 2208 S. Park Drive, Birmingham, Ala. STate 7-2285.

Young, ambitious announcer wants summer fill-in work. Radio-tv college major. Eager to learn, willing to work. Alan Mitchell, 710-12th, West, Des Moines, Iowa.

Sports announcing primarily, news, d-jay, sales, no drifter, six years experience, college graduate, single, will travel, good references, Gary Shively, Box 566, Portsmouth, Ohio.

Available 2nd week June, swinging dj, 1st phone, sharp production man. I'm different, will send tape to show why. If you want something more than a hired hand, and can shell out $125 a week, lets talk. Bill Taylor, EM 6-1880, 2601 Sharon Road, Charlotte, N. C.

Technical

Chief engineer . . . experienced all phases: administrative, construction, maintenance, measurements, proofs. Now employed, seek better oportunity. Box 307F, BROADCASTING.

Experienced engineer am-fm, construction, proofs, strong sales background. Box 359F, BROADCASTING.

Chief engineer-announcer south Florida only. Experienced. $125 week. Box 378F, BROADCASTING.

Young chief-engineer, announcer desires larger market as combo operator with chance at advanceemnt. Prefer east. Box 385F, BROADCASTING.

Situations Wanted (Cont'd)

Technical

Experienced first phone desires position preferably in New England area. Available immediately. Box 402F, BROADCASTING.

Engineer with first phone seeking employment in Texas or Louisiana. Pretty well experienced in am, some in fm, and willing to learn tv. Contact Ray Loper, 1235 Isla, Stephenville, Texas. Phone Woodlawn 5-3357.

1st phone CIE student desires postion in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Engineer, single, 50, sober, life experience, am, available, emergency fill, transmitter operation, installation, or where repair initiative is needed. Wallace V. Rockfeller, Wood River, Nebraska.

Production—Programming, Others

Newsman-announcer, 25, college graduate, married, medium station experience of 5 years, currently newswriter with major network in New York. Desires California position as announcer and/or news reporter. Box 367F, BROADCASTING.

Experienced news director-sports-excellent local coverage. Public relation. Mature, reliable. Box 369F, BROADCASTING.

University graduate, 4 years experience, seeks staff position. Box 374F, BROADCASTING.

Employed veteran newsman with extensive experience wants postion with station which approaches news sensibly. Write for details on background and requirements. Box 387F, BROADCASTING.

News director, 32, ten years experience. Good solid conservative news, all phases. College, married, two children. Northeast-northwest. $150 minimum. Tape-pic-resume. Details from Box 400F, BROADCASTING.

Professional jingle writer, singer, announcer, now employed, desires to move up to larger radio, tv advertising agency or transcription service. 11 years experience. Future most important. Send for sample tape, photo and resume. Box 425F, BROADCASTING.

Attention: Texas stations; native Texan wants to return home. Edward H. Osborn. Age 36. Married, three sons. Desires permanency. Do not drink alcoholic beverages. Job first, salary second. Contact by phone or letter at The Sam Houston Hotel in Houston, Texas. Phone number is: Capitol 2-1351.

May we set you up? Program director and sales manager available. Young. Combined eleven years experience Florida markets top-pop programming, production. Will work hard for non-rubber paychecks. Contact Jerry Spinn. P.O. Box 211, Ft. Pierce, Florida. Phone HO 1-2264.

Winner of three news awards in two years, including last year's top AP national award, needs a change. But only to permanent position. Management knows of ad. Over 100 play-by-play broadcasts. Six years experience as sports writer for newspapers. Get the news and sports every station needs. Contact Dick Watts, 610 S. Cliff, Gallup, New Mexico. Available July 10th.

TELEVISION

Help Wanted—Sales

Energetic, persuasive salesman large Texas market. Box 272F, BROADCASTING.

Southeastern, three station vhf market. Progressive network outlet needs one more professional account executive. No beginners, no hopefuls, only pro's with provable track records considered. Generous guaranteed salary plus commission from first dollar, other benefits. Send full resume to Box 426F, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief engineer desired by group operator for large New England vhf tv, am and fm stations. Applicants must be college graduates and must have had administrative as well as technical experience in a similar position. Replies confidential. Box 427F, BROADCASTING.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Experienced studio or maintenance technician for permanent position. Scale to $148 per week. Send name, references to: Chief Engineer, WTTW, Box 1100, Chicago.

Production—Programming, Others

Continuity writer with speed and creativity for vhf in large Texas city. Box 271F, BROADCASTING.

Experienced, dependable traffic manager Texas vhf. Box 273F, BROADCASTING.

Experienced tv program director needed in progressive two station midwest uhf tv market. Want a stable "idea man" who can produce results. Send resume, photo and salary requirements to Box 290F, BROADCASTING. Replies confidential.

Experienced tv director wanted by station in Florida's second largest market. Must have three years board experience; ability to work well with staff. Send complete resume, recent photo, salary expected to Box 352F, BROADCASTING.

TELEVISION

Situations Wanted—Management

Sales/promotion manager major and medium market sales and promotion management. Now selling successfully top ten mid-east major advertising medium, not radio or tv. Twelve years experience all phases broadcasting. Finest references, will relocate. Box 377F, BROADCASTING.

Merchandising and promotion manager. Also national tv sales and radio management experience. 8 years sales manager. Box 421F, BROADCASTING.

Sales

Hard worker with top tv sales record, radio experience, married. Box 392F, BROADCASTING.

Technical

No United Nation's diplomat but have put out many brushfires worldwide for television broadcasters. All phases. Planning, installation, start up, proofs, and operational instruction. Desire position broadcasting or allied fields. Foreign or domestic. Contact Box 245F, BROADCASTING.

Ist phone CIE student desires position in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Aye., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

News director. On-camera, legislature, special events, SOF, 12 years. Box 252F, BROADCASTING.

Program director — news director — announcer. Also, capable salesman. Thoroughly experienced: 7 years—television; 11 years radio. AB degree. Teetotaler, 36. Interested in better opportunity for advancement. Telephone 872-1316, Atlanta, Georgia, or write Box 300F, BROADCASTING.

June graduate with B. S. degree seeking production position in northeastern U. S. Will consider ETV. Married. Experienced in production, direction, announcing, and some programming. Top references. Box 301F, BROADCASTING.

Situations Wanted (Cont'd)

Production—Programming, Others

Producer-director—Immediate availability. 7 years same company. Do one-man board, familiar all phases. Top references, high credit and no drifter. Want organization with future. Box 364F, BROADCASTING.

Art director 9 years strenuous television experience reminding you that vision is over half of television. Very capable . . .air brush, brush, pen, set design, construction. First phone. 35 years old. Married. Box 371F, BROADCASTING.

Film production: studio or tv. Writer, producer, director. Commercial, theatrical or public affairs. Box 376F, BROADCASTING.

4 years experience—creative and directorial phases of production. B.S. in Business, M.A. in tv and drama. Young woman interested in commercial or educational tv. What is your offer? Box 382F, BROADCASTING.

News photographer, movies, 5 years still experience. Now university of Kansas r & tv production major. Summer. Box 390F, BROADCASTING.

TV producer/director desires midwest. Operated own board. Handled all shows. Experienced tv-radio announcer-copywriter. Possess motion picture equipment for news work. 33. References. 15 years experience. Box 417F, BROADCASTING.

Film editor with over 4 years experience desires job in the southeast with possibility of working into some other phase of business. I have two years of college. P.O. Box 3026, Columbia, S. C.

FOR SALE

Equipment

For sale as a complete package the following pieces of equipment: 250 watt, G.E. transmitter, G.E. two-studio console, two Presto turn-tables, G.E. limiter amplifier, and a PT-6 Magnecorder. All in good condition. Taken out of use because of power increase. Price $3,000.00. Box 295F, BROADCASTING.

Magnecord—728 tape recorder rack mounted on adapter panel with 2-600 ohm output transformers like new. Box 361F, BROADCASTING.

REL Precedent broadcast monitor FM tuner —Multiplex output. Excellent condition. Price $375. Box 365F, BROADCASTING.

Brand new-never used stereo Magnecord tape recorder with low-impedence transformers-model 728-4. $650.00. Box 395F, BROADCASTING.

General Electric 250 watt fm transmitter, BT-1-A. Clean, good appearance, reliable. Overhauled recently, and in excellent condition. $1200.00. Box 416F, BROADCASTING.

EDL model 42 field intensity meter-200 Kcs to 20 Mcs, $90.00. Mohawk message repeater with switch mat-used once $90.00, Mohawk midgetape recorder, complete, $190.00. Three Magnecorders, 2-S-36B, and 1 PT6V in rack provision for remote start switch all three w/rack $750.00. Two way remote pickup broadcast, 1 6 volt mobile, 1 12 volt mobile, base station, Motorola coaxial antennas, Andrews ground plane, mikes, control heads, all accessories, presently operating and licensed for 152.93 mcs complete $850.00. Composite recording console designed for discing, excellent for tape production facility or emergency control room 14 inputs $250.00. Large speaker cabinet w/15" Jensen Woofer. Horn Tweeter. Crossover & Level-New cost $350.00 . . . $125.00. One model 50 Multilith $100.00. List and details Jack Garrison-WBOF, Virginia Beach, Va.

REL model 694 STL, tuned to 944.5 mc. Includes two 6' dishes. WIBA, Madison, Wisconsin.

833A's for $15. Not used in new transmitter. Good condition. WQMR, Silver Spring, Maryland.

FOR SALE

Equipment—(Cont'd)

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Four (4) AM 200 foot, fully galvanized Blaw-Knox towers. A-1 condition. Self-supporting, no-rust. F.O.B. Tallahassee, Florida. Will deliver and erect. Make offer, one or all. D & D Tower Engineers, LaFayette, Alabama. P.O. Box 648.

PT-6 Magnecord's—Excellent shape. Write for list. Kenneth Dunn, Box 12055, San Antonio 12, Texas.

AM, FM, TV terminal equipment including monitors, 5820, 1850A and power amp tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Ampex 600/601 recorders. Full tr./3 ¾, used, ex. cond., $360.00. New and used machines can be modified for remote operation. Write for details. Mardix, 2115 El Camino Real, Palo Alto, Calif.

Ampex professional tape recorder, model 400, serial No. 2773. 7½ and 15 inch speeds. 15,000 c.p.s. Ideal for small radio station or home use by musician or public speaker. Used roughly 200 hours. Dr. John F. Perkins Jr., 951 E. 58th St., Chicago 37, Illinois, Midway 3-0800, Ext. 3985.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Power supplies, RCA WP-33B's and 580-D's, excellent condition. Write for prices Jerry E. Smith, Box 840, Corpus Christi, Texas.

BY6A GE fm antenna. All hardware. 10 years old but still in original boxes, except 2 bays. $1,000 FOB. Williams, 100 Classen, CE 5-4567, Oklahoma City, Oklahoma.

WANTED TO BUY

Stations

Experienced radio man would like to purchase profitable radio station in the mid-south. All correspondence confidential. Box 116F, BROADCASTING.

Experienced broadcaster, with adequate finances and fine record in community service, wishes to buy single-market daytime station or other small operation. Reply to Box 267F, BROADCASTING.

Young station manager desires lease. Small or medium market. Possible option. Prefer Florida. Box 314F, BROADCASTING.

Will purchase your construction permit . . . anywhere U.S.A., confidential . . . cash . . . reply Box 318F, BROADCASTING

Qualified group seeking daytime single. Prefer west-southwest. No brokers. Replies confidential. Box 372F, BROADCASTING.

Radio station in the market to buy, new or used, modern sound effects library. Seeks full literature and description. Box 375F, BROADCASTING.

Equipment

FM transmitter 3 or 5 kw and associated equipment such as coax, antenna bays, monitors, etc. Must be in A-1 condition. Send full particulars to Box 167F, BROADCASTING.

Used uhf transmitter 12½ or 25 kw, and associated equipment. Must be in A-1 condition. Specify channel of transmitter. Box 293F, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Gray telop machine and field camera control for G.E. image orthicon or RCA TK-11 camera. Ed Covington, Chief Engineer, KTAL-TV, Texarkana, Texas.

1 kw used am transmitter preferably tuned to 1230. Contact Manager, WJBW, New Orleans, La.

Wanted-50 feet of ⅞" semi-rigid, air dielectric, 70 ohm, transmission line. WZOK Radio, Peninsular Life Insurance Building, Jacksonville, Florida.

Used tv mike boom; RP; studio lighting; what have you? New vhf etv. Send prices and condition to Radio-TV Dept., University of Colorado, Boulder, Colorado.

Need G. R. Bridge 916 or 610, RCA-Clark field strength unit, B and W or Hewlett Packard audio oscillator and noise and distortion meter. Communications Service, Inc., 3209 Santon Street, Dallas, Texas.

200, 300, 400 ft. steel towers heavy duty. Telechrome sweep generator, stabilizing amplifiers. Western Microwave, Box 691, Livingston, Montana.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21. August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

RADIO

Help Wanted—Sales

OPPORTUNITIES IN SALES

Multiple station operators need radio and tv salesmen immediately. Top pay for producers, plus an unequalled opportunity for management training, if you qualify. This is your chance to join one of the best-known and most highly respected organizations in broadcasting. If you are ready for the big time write details to:

Box 311F, BROADCASTING

SALES EXECUTIVES

Looking for top hustlers. Pacific N.W. major. Largest market in country to have 100 percent automation. Sound is great; potential even better. Nut low . . . therefore commissions high. If you're good, industrious and in a rut . . . tell all to:

Box 368F, BROADCASTING

Announcers

PERSONALITIES

Move up to Top-Rated station in Top 20 market. We need two experienced personalities. Must have mature voices. Send picture, resume, tape to:

Box 206F, BROADCASTING

Help Wanted—(Cont'd)

Announcers

MIDWEST MAJOR

Modern station seeks bright-sounding announcer for personality operation. No news. Salary open but we expect to pay $7,000 or better. Send tape, resume.

Box 306F, BROADCASTING

PERSONALITY MORNING MAN FOR MAJOR MARKET

We're looking for an experienced morning man who has "personality plus" to put to work for a modern, non-rock radio station. No screamers please and no network type announcers either. This is a 5000 watt prestige station in one of the top 100 markets in the East. Salary is open. Let's have a tape and resume please.

Box 354F, BROADCASTING

Production—Programming, Others

Looking for NEW TALENT? PRODUCTION PERSONNEL?

Leading Radio and TV studios call Leland Powers' School for well-trained talent and production personnel. Competent young men and women skilled in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized, throughout the industry for sound, comprehensive training.

Write Graduate Relations Department today. Placement service free to employer and graduate. 57th year.

LELAND POWERS
SCHOOL OF RADIO
TELEVISION
AND THEATRE
25 Evans Way, Boston 15, Mass.

RADIO

Situations Wanted

Production—Programming, Others

PROGRAM DIRECTOR

Thoroughly experienced all phases of station operations: programming, music, production, administration, public affairs. Top creative ability and music programming know how. Currently located in one of top 15 markets. Interested in programming, production, public affairs post. Available immediately. Will relocate in smaller market.

Box 386F, BROADCASTING

TELEVISION

Help Wanted—Sales

WANTED
SALESMAN - ANNOUNCERS

There are probably no more than a dozen men in the industry who can fill the bill on what we are looking for. We produce "The House Detective" a TV real estate program now in it's 10th year. We have several immediate openings for men who, with minimum training from us, can sell, write, produce, announce. No traveling. You are assigned to a station on a permanent basis. Openings now in Va., Tenn., Indiana. You will receive a substantial weekly draw. Your earnings will run from $6,000-15,000 a year depending on experience and market. If you think you can fit into our operation, send a complete resume and recent photo and we will try to arrange for personal interview.

CY NEWMAN
H. D. PRODUCTIONS
P. O. Box 3107 Bon Air, Virginia
Bridge 2-0200

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

WANTED
in First 75 Markets

Successful operator seeking to expand is looking for new property. Need not be profitable but must be priced realistically. Brokers protected.

Box 428F, BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Stations

MID-WESTERN RADIO STATION

Daytimer located in 12,000 population market. Only station in town. Approximately two years old with all new equipment and building. Ideal opportunity for owner-operator. Priced less than $100,000. Sorry no terms. Send all replies and financial information to Box 291F, BROADCASTING. Please, no brokers.

FOR SALE

Stations—(Cont'd)

GEORGIA FULLTIME

Located in Southeast Georgia. Ideal low cost set up for owner-Manager. Price $50,000.00. Terms available.

Box 282F, BROADCASTING

Ohio	single	daytimer	$120M	terms
Tenn.	single	daytimer	87M	cash
N.Y.	single	fulltime	48M	cash
Calif.	single	1 kw-D.	100M	29%
Ore.	single	daytimer	75M	terms
La.	small	daytimer	27M	6dn
Ida.	medium	low freq	75M	29%
Fla.	regional	power	90M	30dn
South	major	fulltime	290M	65dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Fla. major $240,000—Fla. 5 kw $225,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $160,000—Fla. regional $125,000—Fla. 5 kw $135,000—Fla. major $120,000—Fla. single $50,000—Fla. single $42,000—Tex. major $485000—Tex. major $200,000—Tex. fulltime $160,000—Tex. single $60,000—Tex. single $55,000—La. major $97,500—La single $85,000—Ark. single 80% for $65,000—Miss. single $50,000—Miss. single $45,000—Va. major $215,000—Ga. regional $225,000—Ala. major 5 kw $275,000—Southern major Radio-TV $4,000,000. Others! PATT McDONALD CO., BOX 9266, GL 3-8080, AUSTIN, TEXAS.

STATIONS FOR SALE

NORTHWEST. Serves top market. Daytime. $5,000 down.
WEST NORTH CENTRAL. Daytime. Growing market. Doing $70,000. Asking $90,000 with 29%.
SOUTH. Top market. Doing close to $200,000 annually. Asking $315,000. Terms.

JACK L. STOLL
& ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 85

station in Indianapolis, Ind., et al. Action May 11.

■ On own motion, scheduled prehearing conference for May 23 in proceeding on applications of Lindsay Bcstg. Co., for new am station in Punta Gorda, Fla. Action May 10.

■ Issued order following May 9 prehearing conference in proceeding on applications of Sands Bcstg. Corp. for am facilities in Indianapolis, Ind., scheduled certain procedural dates and continued June 5 hearing to Oct. 9. Action May 10.

■ Deleted requirement set forth in April 10 supplemental order after prehearing conference that applicant shall file petition for reconsideration no later than April 21, as condition to postponement of hearing without date, and postponed hearing without date pending ruling by Commission on petition for reconsideration and grant without hearing filed May 4 by Wireline Radio Inc. in proceeding on its application for renewal of license of station WITT Lewisburg, Pa. Action May 5.

■ Issued order following prehearing conference in proceeding on application of Shenandoah Life Stations Inc. (WSLS-FM) Roanoke, Va., scheduled certain procedural dates and continued June 21 hearing to June 29. Action May 8.

By Hearing Examiner Charles J. Frederick

■ Granted request by applicant and continued May 16 hearing to June 14 in proceeding on application of United Television Co. of New Hampshire (WMUR-TV), Manchester, N. H., to change existing facilities. Action May 11.

By Hearing Examiner Millard F. French

■ By agreement of all parties, continued further prehearing conference from May 12 to June 1 in proceeding on applications of Suburban Bcstg. Inc., and Camden Bcstg. Co., for fm facilities in Mount Kisco, N. Y., and Newark, N. J. Action May 12.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and continued May 15 hearing to June 14 in proceeding on application of Central Wisconsin Tv Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action May 12.

By Hearing Examiner Isadore A. Honig

■ On own motion, postponed indefinitely date for exchange of applicants' exhibits, now scheduled for May 15, pending action on petition by Echols Bcstg. Co. for dismissal of its application for am facilities in Hobbs, N. M., which is consolidated for hearing with application of Yoakum County Bcstg. Co., for new am station in Denver City, Tex.

By Hearing Examiner Annie Neal Huntting

■ Scheduled oral argument on petition by Lake Zurich Bcstg. Co., for leave to amend its am application to reduce power from 1 kw to 500 w during critical hours, and oppositions by Broadcast Bureau and Loves Park Bcstg. Co., at opening of prehearing conference scheduled for May 19 in proceeding on am applications of Cornbelt Bcstg. Co. (WHOW) Clinton, Ill. Action May 12.

■ Received in evidence Miners Bcstg. Service Inc. (WLSH), Lansford, Pa., Exhibit 4 in consolidated am proceeding on applications of Dover Bcstg. Co. (WDOV) Dover, Del. Action May 12.

■ Granted petition by Aspen Bcstg. Co. and continued date for exchange of exhibits from May 15 to May 29 in proceeding on its application for am facilities in Aspen, Colo. Action May 12.

■ Granted petition by Joseph P. Wardlaw Jr., for leave to amend his application for am facilities in Canton, Ohio, to correct typographical and clerical errors with respect to his financing and staff proposals; application is consolidated for hearing with am applications of WXEN Xenia, Ohio. Action May 12.

■ Granted petition by Broadcast Bureau and advanced May 18 prehearing conference to May 16 in consolidated am proceeding in dockets 14075 et al (WXEN, Xenia, Ohio, et al). Action May 11.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau and extended from May 8 to May 24 time to file proposed findings in proceeding on applications of Bloomfield Non-Profit Tv Assn. for temporary authority to operate three vhf tv broadcast repeater stations.

By Hearing Examiner David I. Kraushaar

■ Issued order after May 12 prehearing conference in proceeding on am applications of WGRY Inc. (WGRY) Gary, Ind., scheduled certain procedural dates, and hearing shall commence on July 6, as clearly established by order of chief hearing examiner. Action May 12.

■ Reopened record in consolidated am proceeding on applications of Booth Bcstg. Co. (WIOU) Kokomo, Ind., et al, and scheduled prehearing conference for May 23. Action May 5.

■ Issued order after prehearing conference in proceeding on am applications of Ben S. McGlashan (KGFJ) Los Angeles, and Sun State Bcstg. System Inc. San Fernando, Calif., and in accordance with agreements reached by parties, directed Sun State to file not later than May 26 a petition for leave to amend its application and return amended application to pending file, engineering exhibits to be furnished by June 12, and scheduled hearing for June 27. Action May 10.

By Hearing Examiner Jay A. Kyle

■ Granted motion by Broadcast Bureau and made various corrections to transcript in matter of order directing Evansville Tv Inc. to show cause why its authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action May 8.

■ Granted motion by Don-Lo Broadcasting Inc., and made it party respondent in lieu of Lair Bcstg. Inc., in proceeding on am application of Parks Robinson (WISV) Viroqua, Wis. Action May 8.

■ Pursuant to May 8 prehearing conference in proceeding on am applications of Pee Dee Bcstg. Co. (WLSC) Loris, S. C., continued June 7 hearing to June 28. Action May 8.

By Hearing Examiner Forest L. McClenning

■ Granted request by Puritan Bcst. Service Inc., and continued May 15 hearing to Jnue 26 in proceeding on its application for fm facilities in Lynn, Mass. Action May 12.

By Hearing Examiner Herbert Sharfman

■ Denied motion by Racine Bcstg. Corp. (WRJN) Racine, Wis., to sever for separate initial decision 6 class IV application, including its own from consolidated proceeding composed of nine applications. Action May 9.

■ On oral request of College Radio because of necessity to resolve certain evidentiary problems, and without objection by Broadcast Bureau, continued May 10 hearing to June 6 in proceeding on College Radio's application for am facilities in Amherst, Mass. Action May 9.

■ Granted motion by Elgin Bcstg. Co. (WRMN), Elgin, Ill., and further extended from May 12 to May 24 time to file reply findings for Group II-A in consolidated am proceeding. Action May 11.

License renewals

KEED-AM-FM Springfield-Eugene, Ore.—Granted renewal of licenses. Comr. Bartley issued following statement in which Chmn. Minow joined: "I would grant only a one year renewal even though the term here involved is only 16 months." Comr. Ford not participating. Action May 17.

WMAY Springfield, Ill.—Granted renewal of license. Chmn. Minow and Comr. Craven not participating. Action May 17.

WTAX-AM-FM Springfield, Ill.—Granted renewal of licenses. Chmn. Minow and Comr. Craven not participating. Action May 17.

■ Commission granted applications of WHDH Inc. for renewal of licenses of WHDH & aux. and WHDH-FM Boston, Mass., without prejudice to such further Commission action as may be warranted, if any, as result of final determinations made in WHDH Inc. Comr. Craven not participating. Action May 11.

■ Following stations were granted renewal of license: WBT & WBTV (TV) Charlotte, N. C.; WFMY-TV Greensboro, N. C.; WAJF Decatur, Ala; WFIX Huntsville, Ala. and WPPA-AM-FM Pottsville, Pa.

■ Following stations were granted renewal of license, Chmn. Minow not participating:

WVAR Richwood, W. Va.; WTAB Tabor City, N. C.; WMBA Ambridge, Pa.; WLVA Lynchburg, Va.; WCEF Parkersburg, W. Va.; WISE Asheville, N. C.; WGNI Wilmington, N. C.; WBCU Union, S. C.; WCRS Greenwood, S. C.; WSPB Sarasota, Fla.; WRBC Birmingham, Ala.; WTEL Philadelphia, Pa.; WELR Roanoke, Ala.; WNIA Cheektowaga, N. Y.; WWYO Pineville, W. Va.; WKWK-AM-FM Wheeling, W. Va..

KAMO Rogers, Ark.; KFAY Fayetteville, Ark.; KLYR Clarksville, Ark.; KOSY Texarkana, Ark.; KVOB Bastrop, La.; KWCB Searcy, Ark.; KWHN Fort Smith, Ark.; WAZF Yazoo City, Miss.; WDAL Meridian, Miss.; WHOC Philadelphia, Miss.; WJDX-AM-FM Jackson, Miss.; WJMB Brookhaven, Miss.; KTBS Shreveport, La.; KTVE (TV) El Dorado, Ark.; WLBT-TV Jackson, Miss.; WTOK-TV Meridian, Miss.; WOZK Ozark, Ala.; WATV Birmingham, Ala.; WEAD College Park, Ga.; WRBL Columbus, Ga.; WRFC Athens, Ga.; WTVD (TV) Durham, N. C.; WLAN Lancaster, Pa.; WPKM (FM) Tampa, Fla.; KRAZ Albuquerque, N. M.; WCAY Cayce, S. C.; WKTC Charlotte, N. C.; WBEU Beaufort, S. C.; WFIG Sumter, S. C.; WJRI Lenoir, N. C.; WAGY Forest City, N. C.; WGSW Greenwood, S. C.; WHCC Waynesville, N. C.; WOKE Charleston, S. C.; WRHI Rock Hill, S. C.; WRRF Washington, N. C.; WAPA-TV San Juan, P. R.; WKSB Milford, Del.; KAYE Puyallup, Wash.; WMGM New York, N. Y.

Rulemakings

■ By report and order, Commission finalized rulemaking and amended Part 4 of rules to permit operation of uhf tv translator "on-channel" signal boosters of not more than one w output power by licenses of uhf tv translator stations. Signal boosters are intended to supplement service provided by uhf translators, particularly in areas unable to obtain satisfactory direct reception of translator's signals because of "shadowing" by terrain barriers. Action May 17.

■ Commission proposed rulemaking which would require broadcast announcement to be made if any of following has financial interest in sale to public of service or commodity which is promoted during broadcast and fact that such interest exists is not otherwise readily apparent to audience:

(1) Licensee of station which broadcasts such promotional matter;

(2) Network which furnishes such promotional matter for broadcasting;

(3) Any officer, director, or employee of such station licensee or network;

(4) Any person who directly or indirectly holds an ownership interest of 10% or more in such station licensee or network; and

(5) Any person appearing on program during which such promotional matter is broadcast.

Comments should be filed by June 19. Action May 11.

■ By Notice of proposed rulemaking, commission invites comments to nonconflicting proposals of (1) North Alabama Bcstrs. Inc., to assign ch. 19 to Huntsville, Ala., by substituting ch. 65 for ch. 19 in Fort Payne, and (2) Huntsville Bcstg. Co., Inc., to add ch. 25 to Huntsville by substituting ch. 62 for ch. 40 in Guntersville, Ala., and ch. 71 for ch. 25 in Dalton, Ga., and deleting ch. 25 from Humboldt, Tenn. That portion of Huntsville's proposal to assign ch. 68 to Humboldt to replace ch. 25 was rejected by Commission because of short-mileage separation consideration with ch. 68 in Tullahoma, Tenn.

Comments should be filed by June 16. Action May 11.

■ Commission invites comments to notice of proposed rule making looking toward amending tv table of assignments to substitute ch. 20 for ch. 62 in Detroit, Mich. It would involve substituting ch. 66 for ch. 20 in Ann Arbor and Ch. 62 for ch. 34 in Port Huron. Robert M. Parr, permittee of WRMP-TV on ch. 62 in Allen Park (Detroit area), petitioned for change. Commission deferred action on Mr. Parr's request for order to show cause why his permit for WRMP-TV should not be modified to specify operation on ch. 20 instead of ch. 62. Ann. May 17.

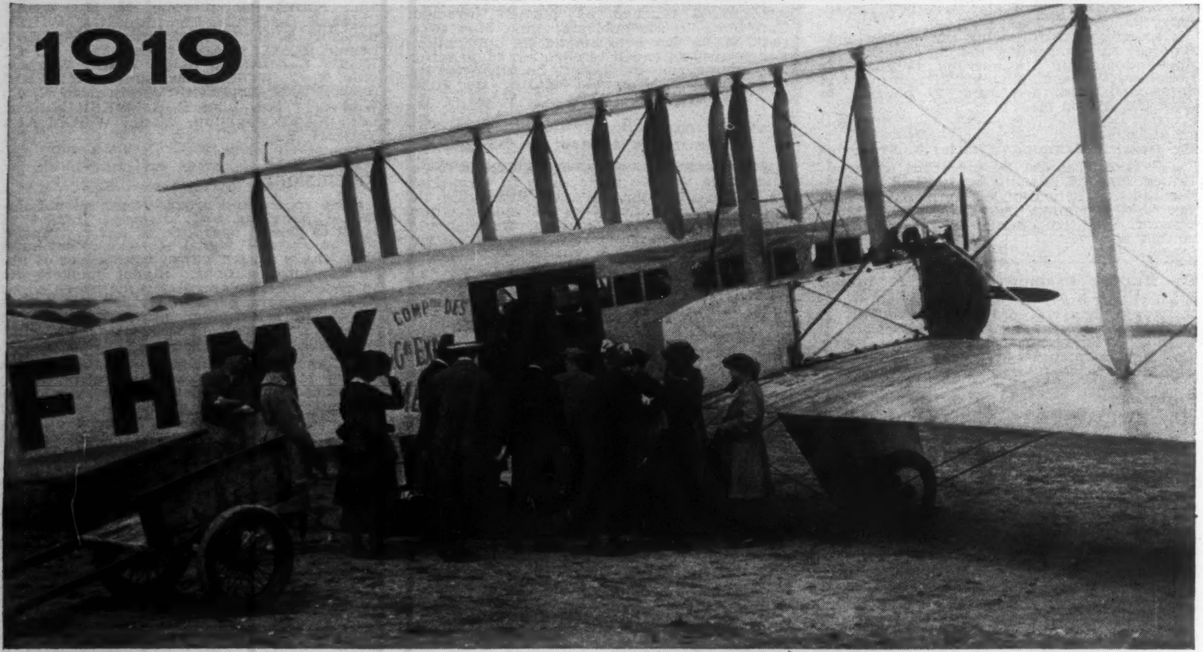
■ By report and order, Commission finalized rule making and amended tv table of assignments by reserving ch. *24 (now commercial but unused) for educational use in Ogden, Utah. Comrs. Lee and Craven dissented. Ogden City Board of Education requested reservation to provide more inclusive offering of tv instructions in Ogden area. Weber County School District has license pending for educational ch. *18 in Ogden. Action May 17.

FIRST IN WORLD-WIDE PASSENGER EXPERIENCE

The time: February 8, 1919. The place: Le Bourget Airport, Paris. The plane: a Farman "Goliath." The event: the first scheduled international passenger flight in history! And when the "Goliath" touched down in London after a two-and-one-half-hour flight, the company to be known as Air France had pioneered a new concept in transportation. A concept that led Air France to similar "firsts" in Africa and South America...and ultimately made it the world's largest airline. Since 1919, fantastic changes have taken place in every aspect of air travel. Swift Air France jets speed to the far corners of the world. Passengers relax in luxury...enjoy gourmet French meals. And they enjoy the two hallmarks of every Air France flight: experience and dependability. Which is why Air France is the world's largest airline, with a 42-year record of flying experience and service. **New Booklet:** Write Air France, P.O. Box 113, New York 10, New York, for a 52-page illustrated booklet, "Air France, World's Largest Airline."

AIR FRANCE JET

WORLD'S LARGEST AIRLINE / PUBLIC RELATIONS PERSONNEL READY TO SERVE YOU IN NEW YORK, CHICAGO, LOS ANGELES, MONTREAL, MEXICO CITY



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AIR FRANCE
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OUR RESPECTS to Bryan Houston, president, Fletcher Richards, Calkins & Holden

He puts the ad business in 'perspective'

"Advertising is the cleanest, most rewarding business in America, the most rewarding form of productive activity that people have found."

This is the belief that Bryan Houston brings to his job as president of Fletcher Richards, Calkins & Holden, the agency founded by Executive Committee Chairman Richards and merged in 1959 first with Calkins & Holden, then with Mr. Houston's firm.

Advertising "has to be the most honest form of business because that's the only way to persuade a woman in San Francisco to buy something made in Hartford by people she's never seen." Moreover, advertising is the most legally restricted form of selling or writing, adds the man who is a popular spokesman for the business.

Bryan Houston, in his soft-spoken way, likes to talk. Colleagues like to listen. They seek him often to speak at meetings, and those who can't get there send for the speech text.

They like to hear him put things in perspective. With a word and a joke, he speaks out against idea-stifling by clients, against artificial guilt complexes in advertising and in favor of a calling he believes in wholeheartedly.

Perhaps it is the traditional fervor of the convert. Bryan Houston has spent about as much time in the executive ranks of producing corporations as in the advertising agency field. He has concluded:

"I can spend more of my day trying to make two blades grow where one was before than any five average corporate executives."

Clients take it in good grace. They're used to straight talk from a man who lets the chips fall where they will. Clients can take a measure of comfort when he warns an advertising medium about prices, as he did television a while back. And television listens because it gets a good share of the Houston clients' money. (The merger meant consolidation of some considerable radio-tv spenders, putting Heublein's Maypo, Maltex cereals, Andersen's soups and other food-beverage products in company with Eastern Air Lines, U.S. Rubber and other Fletcher Richards accounts).

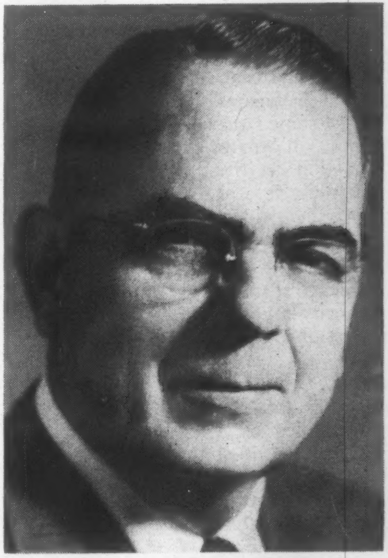
About commercials, Mr. Houston says, "I think we're learning." He explains: practitioners found the new medium so powerful they lapsed into grinding out routine commercials. Then reaction set in. "The customers got so tired of the rather uninteresting blah-blah that there was a great rush to offbeat commercials. A lot of them were offbeat as could be but didn't particularly induce anybody to buy anything. With one of them, it took an agency and advertiser five years to choke it to death. It wasn't selling the product. You have to write advertising directed to the product."

Much of the Houston reputation on Madison Avenue is doubtless in tribute to his theories on the care and feeding of creative people. "You try to run an agency with as little glue as possible," says the president, a man who works in shirtsleeves at a portable typewriter.

Explaining the difference between the agency and client calling, he says, "Corporate management is geared to getting other people to carry out agreed-upon policies. The agency executives's job is very much the opposite. To try to get a copywriter to carry out agreed-upon policies would not be a very bright thing."

The agency, which is a business put together of creative people, acts as a "booster station" for advertising and marketing thinking. "Anybody who's ever been in a corporation realizes very keenly the gap between executive dreams and thinking and what actually happens five layers removed. But you put it through the agency and the agency acts as a booster. The agency is one step removed. It can be more objective."

Mr. Houston takes a panoramic view of the agency function. He concerns himself with product quality, pricing (he'll cross an ocean to tell a client his price is wrong) and a variety of problems other than copy and schedules. "The agency is both consultive and creative," says a man who influences the flavor of the product as well as its advertising.


Mr. Houston
A panoramic view

With this broad approach to advertising, it is not surprising that Bryan Houston is concerned about research. He wants answers to questions like how much is advertising worth, how often should you run a sale, at what price is a private label competitive with a manufacturer's brand, what is the "pecking order" in all selling groups. Pecking order is a vital agency concern, according to Mr. Houston, who adopts anthropologist Margaret Mead's bird-world metaphor. "You see these guys and hear them yacking about corporate image nonsense," he clarifies. "What they're really talking about is, 'Make me look like a leader. Raise me in the pecking order.' So you find some place in the pecking order—if not in profits, then in volume, color or somewhere else—where the client leads."

The art of selling is as old as the human race, but research is only beginning, Mr. Houston says.

Bryan Houston talks big ideas in simple words that retain accents of his native Texas. He was born Aug. 26, 1899, in San Antonio.

In Texas tradition, he started in oil, holding key posts with Tidewater Oil and Standard Oil of Ohio. The first move in his zig-zag route across the agency-advertiser line came when he went to Young & Rubicam, where he was a vice president before and after World War II. The war years brought an Army colonelcy and Washington assignments with the Office of Price Administration and Economic Cooperation Administration. Mr. Houston went back to Y&R but crossed the line again to become executive vice president and general sales manager of the Pepsi-Cola Co.

Since becoming executive vice president of the old Lennen & Mitchell agency, Mr. Houston has stayed on this side of the selling pasture with a succession of agencies. In 1953 he became president of Sherman & Marquette and incorporated under his own name two years later. He merged with FRCH in July 1959 and now the whole operation works at the old Houston address, 30 Fifth Ave. Mr. and Mrs. Houston live in Briarcliff Manor, N. Y., and enjoy visits from their seven grandchildren.

EDITORIALS

Strange alliance

WHAT is the strange relationship between the FCC's new chairman, Newton N. Minow, and the NAB's new president, LeRoy Collins? That question, more than any other, bothers broadcasters who attended the woeful NAB convention a fortnight ago.

Because of the horrendous outlook in the light of the Minow calumnies and threats in his NAB address and the seeming unwillingness of Gov. Collins as the broadcasters' spokesman to answer him, an appraisal of the two men is timely. Mr. Minow has seven years to go as FCC chairman and there isn't any indication that he will be replaced. Gov. Collins has a three-year contract to be renegotiated after two years at which time he may or may not be named for an additional five years.

Both men are New Frontiersmen. Gov. Collins, after six good years as governor of Florida, is finding it difficult to make the transition from public official to the paid head—and the chief lobbyist—of a private and commercially oriented free enterprise. He is loath to oppose the administration which may account for his delay in deciding to oppose the administration's plan to reorganize the FCC until after House leaders announced they would oppose it. He wants to work in harmony with the New Frontier. That would be fine if the New Frontier works in harmony with free broadcasting—the very broadcasting that was used so skillfully by Mr. Kennedy to win the election.

Gov. Collins was not chosen for his $75,000 per year post, plus allowances, because he was a Democrat. He was selected prior to the elections last November as the best man available. There was no political connotation in his appointment. There should be none in his management of the NAB. He boldly grasped the leadership responsibility last February at his first board meeting and in so doing sharply criticized the networks for having usurped that function. A leader must lead. A spokesman must speak. He cannot delegate that authority.

When Mr. Minow came to Washington last March he said he didn't know much about broadcasting or broadcasting law but that he did know politics.

It develops he was right on both counts. His NAB address, beautifully phrased, contained every threat ever made by a bureaucrat against broadcasters. Mr. Minow had been indoctrinated by the extremists among his old associates and by certain of his new colleagues. He has assumed the role of a prosecutor in a criminal proceeding, with all broadcasters accused, instead of his assigned function as the responsible head of an important agency whose duty it is to cooperate with private enterprise in providing the widest and most effective use of communications for the public's benefit, as well as to discipline those few who transgress.

Mr. Minow, as a politician, delivered Chicago's traditionally Republican North Side to the Kennedy-Johnson ticket and Illinois thus was won by the narrowest of margins in the closest national election in history.

The 35-year-old partner of Adlai Stevenson, who had learned his politics in the Illinois state house as the assistant to the then Gov. Stevenson, was given the choice of a Washington assignment. He selected the FCC and specified its chairmanship. Sargent Shriver, who is John Kennedy's brother-in-law and runs the giant Merchandise Mart in Chicago, owned by the Kennedy family, made the offer.

If Mr. Minow is playing the political game of demanding more than he knows he can get, he knows now that he has carried things too far. Many broadcasters said his speech was the most arrogant they had ever heard.

Although Mr. Minow did not have a background in communications, he was not wholly a neophyte when he sought the FCC chairmanship. Senior partner Stevenson had both newspaper and broadcasting interests in Bloomington, Ill.

It will be recalled that Mr. Stevenson, now ambassador to the United Nations, testified just a year ago before a Senate subcommittee on Section 315, the political section which ultimately was suspended to make the Great Debates possible. He parroted the "air-belongs-to-the-people" platitude and talked about an imagined requirement that television devote a stipulated amount of time to "public service."

A client of the now dissolved Chicago partnership was William Benton, co-founder of Benton & Bowles, former senator from Connecticut, and former assistant secretary of state, who now owns Encyclopaedia Britannica. It was Sen. Benton who in 1951 proposed establishment of an 11-member National Citizens Advisory Board on radio and television which, in his own words, would issue an "annual Blue Book" prescribing the way in which the board believed radio and television should be run.

Chairman Minow has a laudable interest in educational television. Last week the Midwest Program on Airborne Television Instruction began. Mr. Minow had served as its voluntary counsel.

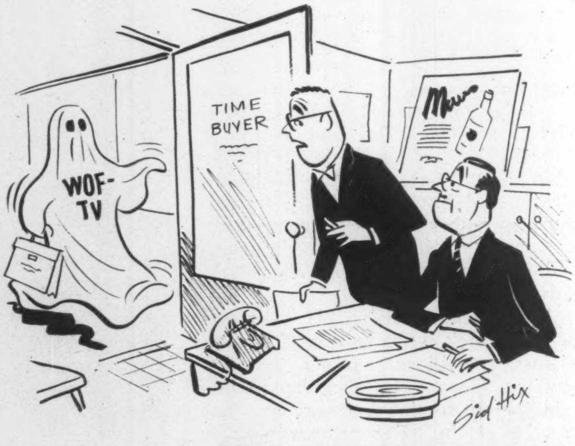
It is perhaps a coincidence that John Perry, 31-year-old chief aide to NAB's new president, Gov. Collins, was identified with the same project (Our Respects, May 8).

It likewise is noteworthy that Mr. Perry and Tedson Meyers, 33-year-old former ABC attorney and now Mr. Minow's administrative assistant, were almost inseparable companions at the NAB convention. These are the young men who did the spade work on the Collins and Minow speeches.

Thus, the strange relationship goes deeper than the two principals. It involves also their youthful alter egos.

Messrs. Collins and Minow are highly intelligent. They possess leadership qualities and they are in positions where they could render great public service. Neither could be expected to understand the full scope of broadcasting in the few weeks they have held office.

The hope is that both will learn with experience and exposure. If they do not, the winners will be those forces opposed to free broadcasting. The losers will be the public, the government and the broadcasters.



Drawn for BROADCASTING by Sid Hix

"Here comes the WOF-TV man with another one of his complete coverage gimmicks!"

HERE'S ANOTHER BIG LEAGUE TEAM FOR THE TWIN CITIES

The Northwest's top-rated sports announcer, Dick Nesbitt, joins award-winning newscaster, Roger Krupp, for NEWS & SPORTS FINAL, Midnight, Monday through Friday on KSTP-TV, Channel 5.

Now, with the Minnesota TWINS in major league action, a complete, final sports roundup becomes more important than ever. Dick will bring you up to date on all the activities and scores – including the West Coast night games – as Roger Krupp continues his unexcelled reporting of local, national and international news.

For information about availabilities within, and around, NEWS & SPORTS FINAL, contact a KSTP-TV representative or your nearest Petry Office today.

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